# MARY PICKFORD

## TRADE NEWSPAPER FILM ADVERTISEMENT COLLECTION

# BIOGRAPH FILMS

TRADE MARK

TRADE MARK

# SHORTS

# ADVERTS 1909-1910

A Full Description of these Subjects will be Found on Another Page

Release days of Biograph Subjects—MONDAY and THURSDAY

Get on Our Mail List and Keep Posted, Write for Our Descriptive Circulars

**BIOGRAPH COMPANY**

Licensee of the Motion Picture Patents Co.

11 EAST 14th STREET :: NEW YORK

**WE HAVE MOVED OUR OFFICES**

# Philadelphia Film Exchange

**14 North 9th Street**
**Philadelphia, Pa.**

**438 Sixth Avenue**
**New York**

**8 Light Street**
**Baltimore, Md.**

Call and see us, and satisfy yourselves that we are buying everything issued by Independent manufacturers. We can give you for your money a better selection of film and better service than you can get elsewhere.

**DROP IN AND TALK IT OVER**

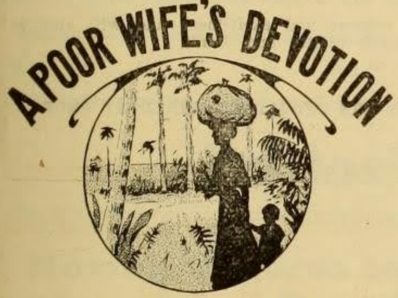
# Kalem Films

**UNSURPASSED IN PHOTOGRAPHY**

Issue of May 28, 1909

A Double Subject Reel

950 FEET




**LENGTH, 800 FEET**

"A POOR WIFE'S DEVOTION" is a splendid story of real life in the Southern Pines. Magnificent in scenic effects and superb in photography.

"A PIG IN A POKE" is an excruciatingly funny story of how two tramps stole a pig and got away with it.

**Length, 150 Feet**

*Special Notice. KALEM REELS for the next five or six weeks will contain at least one, and sometimes two rattling good short comedies.*

**KALEM CO., Inc.**

**EASTMAN KODAK BLDG.**

**235-239 W. 23d St., New York City**

# BIOGRAPH FILMS

TRADE MARK TRADE MARK

**Released May 24th, 1909**

## Eloping With Aunty

A very funny comedy in which the young lovers outwitted Dad who considered himself "a wise old owl."

**Length, 614 Feet**

## Two Memories

The young lovers quarrel over a trifling matter, and both being stubborn, will not give in. Ten years later they realize, but all too late, how different things might have been if they had not been so headstrong.

**Length, 318 Feet**

**Released May 27th, 1909**

## The Cricket on the Hearth

**Beautiful Adaptation of Dickens' Famous Story**

Most popular among Dickens' works is "The Cricket on the Hearth," a st ry founded on that dear old superstition that the chirping of the cricket was ominous of good luck and woe to the household when it is hushed. The Biograph Company appreciating the sentiment of this work, has taken special care in making this production evince the true atmospheric tenderness intended by the author.

**Length, 985 Feet**

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**NOTE—The corporate name of American Mutoscope and Biograph Company has been changed to BIOGRAPH COMPANY.**

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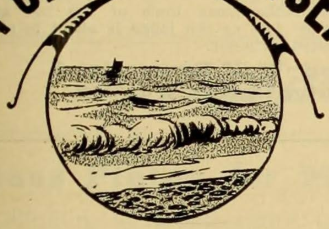
**DROP IN AND TALK IT OVER**

# Kalem Films

UNSURPASSED IN QUALITY

Release of Jnne 4, 1909

## A CHILD OF THE SEA



For the week of June 4 we announce *au exceptionally attractive reel made up of three subjects*, as follows:

1. **A Child of the Sea** (Romantic) 455 ft.
2. **The Omnibus Taxicab** (Trick) 250 ft.
3. **$5000 Reward** (Comedy) 170 ft.

We believe all nickleodeon managers will regard this as a particularly well balanced and usuable reel, just the thing for crowded Saturday and Sunday shows.

**KALEM CO., Inc.**

**EASTMAN KODAK BLDG.**

**235-239 W. 23d St., New York City**

## Theatre Managers Have You Tried Souvenirs? You Will Be Surprised

At the result if you do so. For this week as a give away article we secured through a lucky purchase, a large quantity of rich Im. Cut Glassware; over 10 styles and patterns and offer them at the low price of $32.50 per thousand pieces or $3.50 per hundred pieces. One half cash must accompany order.

FREE Souvenir Catalogue FREE
FREE Sent Free to You. FREE

**H. C. Wood & Co., 112-114 5th Ave., Chicago, Ill.**
**Dept. W.**

# BIOGRAPH FILMS

TRADE MARK TRADE MARK

**Owing to an error on the bulletins issued covering the releases of the week of May 31st, the dates were misleading in the fact that they were reversed, and should have read "Released on May 31st, 'What Drink Did,' and on June 3rd, 'Eradicating Aunty, and 'His Duty."**

**Released May 31st, 1909**

## What Drink Did

**A Powerful Moral Lesson in Biograph Pictures**

This is a most interesting subject with a strong moral. It shows how easy it is for a man to fall into intemperance through the thoughtless invitation of his friends.

One drink starts him on the downward path, making a veritable brute of him; failing to realize his loathsome sinister condition until during a saloon brawl he is the cause of the death of his own child.

**Length, 913 Feet**

**Released June 3rd, 1909**

## Eradicating Aunty

A very funny comedy in which a newly married couple is enabled to rid themselves of the odious presence of Aunty and her friend, the Minister, with the assistance of a theatrical comedian friend. The situations are extremely funny, yet logical.

**Length, 545 Feet**

## His Duty

One of the strongest short dramatic subjects yet produced, depicting the story of a young policeman whose duty it became to arrest his own brother for burglary.

**Length, 429 Feet**

Release days of Biograph Subjects — MONDAY and THURSDAY

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**A Full Description of these Subjects will be Found on Another Page**

**Released June 10, 1909**

Code Word, Moon—Length, 1000 Feet

**If You Want Results**

Get in Touch with Your Film Exchange Quick and Order Selig's Next

# The Moonstone

"A MELO-DRAMA" of the higher order and so correctly staged, and so carefully thought out and acted by players of merit, that "THE SELIG POLYSCOPE" again challenges criticism.

A picture that exhibitors will be asked to show again and again by their patrons, in fact a picture destined to live.

**THE SELIG POLYSCOPE CO., Inc.**

**45-47-49 Randolph Street - - - Chicago, Ill., U. S. A.**

# Kalem Films

**UNSURPASSED IN PHOTOGRAPHY**

Release of Jnne 11, 1909

## THE LITTLE ANGEL

## OF ROARING SPRINGS

For the KALEM release of Friday, June 11, there will be another excellent double subject reel.

**The Little Angel of Roaring Springs, 565 ft.**

A most brilliant and unusual story of child lifein a western mining camp.

**The Mystic Swing, 385 ft.**

A trick comedy of bewildering action and most laughable theme.

We have been almost overwhelmed lately with complimentary letters from exhibitors regarding our recent subjects, and we take this opportunity to thank our friends for their kind words. Our lectures seeem to be making the biggest kind of a hit. We send them to all exhibitors who apply, free of charge

**KALEM CO., Inc.**

**EASTMAN KODAK BLDG.**

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# BIOGRAPH FILMS

TRADE MARK TRADE MARK

**Released June 7th, 1909**

## The Violin Maker of Cremona

**The Powerful influence of the Greater Love**

This subject is particularly high quality as to story, acting aud photographic quality, the story being intensely interesting and acted in such a convincing manner as to place the picture in a class by itself, while the photographic effects are marvelous. The scene is laid in Cremona, Italy, the home of the violin, and shows the self-sacrificing love of a cripple violin maker, an expert in the art, who rather than make the girl he loves unhappy, smashes to bits the result of his handiwork, thereby yielding the hand of the girl to the one she loves. Despairing at his loss, he is contented with the thought that he had made her happy,

**Length, 963 Feet**

**Released June 10th, 1909**

## The Lonely Villa

A very thrilling picture in which a band of crooks by trick get the man of the house out of the way, leaving the wife and children alone, and then proceed to depredate the home. An accident to the man's auto fortunately intercepts and apprehends the thugs, who are locked up.

**Length, 750 Feet**

## A New Trick

This is a very funny short comedy showing how two Rah! Rah! boys regained a stolen purse for a pretty young girl, by a very clever scheme.

**Length, 223 Feet**

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**Released June 17, 1909**
Code Word, Sultan—Length, 1000 Feet

**If You Want Results**
Get in Touch with Your Film Exchange Quick and Order Selig's Next

# In the Sultan's Power

"A MELO-DRAMA" of the higher order and so correctly staged, and so carefully thought out and acted by players of merit, that "THE SELIG POLYSCOPE" again challenges criticism.

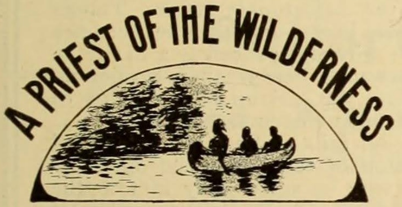
**"A COUNTRY GIRL'S PERIL"—June 24th**

**THE SELIG POLYSCOPE CO., Inc.**
**45-47-49 Randolph Street - - - Chicago, Ill., U. S. A.**

# Kalem Films

UNSURPASSED IN PHOTOGRAPHY

Release of June 18, 1909




**FATHER JOGUES' MISSION TO THE IROQUOIS**

"A Priest of the Wilderness" is a great historic film, telling the story without variation of Father Jogues' famous mission to the Iroquois Indians in the Sixteenth Century. The New York Board of Censorship say of this film, "A fine subject deserving much praise." **LENGTH 735 FEET.** Also

**MARDI GRAS IN HAVANA**

A stunning picture of the great Cuban pageant of the present year.

**Send for complete lecture—no charge**

**KALEM CO., Inc.**
**EASTMAN KODAK BLDG.**
**235-239 W. 23d St., New York City**

**Theatre Managers Have You Tried Souvenirs? You Will Be Surprised**

At the result if you do so. For this week as a give away article we secured through a lucky purchase, a large quantity of rich Im. Cut Glassware; over 10 styles and patterns and offer them at the low price of $32.50 per thousand pieces or $3.50 per hundred pieces. One half cash must accompany order.

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# BIOGRAPH FILMS

TRADE MARK TRADE MARK

**Released June 14th, 1909**

## The Son's Return

**Almost fatal result of his arriving incognito**

The son of a rural boniface leaves home to fight for fortune. Arriving in the metropolis he secures a position in a banking house. By dint of assiduity he attains in time a standing of importance and financial ease. When he left home he declared he would not return until he had made a name for himself; but in the meantime his parents have fallen into sore straights and their little inn is in danger of being sold over their heads. Pride forces them to keep this condition from the boy, and his sweetheart sends him the sad news. To surprise them he conceals his identity, having grown a beard, and when the old folks see the roll of money he has on him, their poverty makes them unconscionable and they almost effect the murder of their own unknown son.

**Length, 993 Feet**

**Released June 17th, 1909**

## Her First Biscuits

This comedy depicts the woe that is wrought by the cooking schools, showing how a young wife, who is seized with an insatiable desire to emulate mother, bakes some biscuits and nearly kills the community, who are unguarded enough to partake of them.

**Length, 514 Feet**

## The Faded Lilies

A very pretty short story of a highly strung musician who mistakes a floral tribute for an expression of love. Upon finding his affection unrequited he is thrown into severe illness, which proves fatal owing to his refusal to take the doctor's medicine.

**Length, 481 Feet**

**A Full Description of these Subjects will be Found on Another Page**

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**The Emblem of Prosperity—THE DIAMOND**
**Why Not be Able to Wear Them?**
**YOU CAN If You Order Selig's Next**

# A COUNTRY GIRL'S PERIL

**Code Word, Peril** **Length, 1000 Feet**

**Order From Your Nearest Exchange Quick They ALL Rent Selig's Films**

## THE SELIG POLYSCOPE CO., Inc.

**45-47-49 Randolph Street - - - Chicago, Ill., U. S. A.**

# Kalem Films

UNSURPASSED IN PHOTOGRAPHY

Issue of June 25, 1909

## THE TRAPPER'S GRATITUDE

## FAMINE IN THE FOREST

**745 Feet**

An Indian subject of a different sort, a story of real heroism and devotion, done under the direction of the Leading Indian Authority of America. Absolutely accurate in costuming and properties and superb in photography.

## NEVER AGAIN

**135 Feet**

A screaming comedy of the most popular sort.

**Complete lecture covering the reel sent to all applicants without charge.**

## KALEM CO., Inc.

**EASTMAN KODAK BLDG.**
**235-239 W. 23d St., New York City**

# BIOGRAPH FILMS

TRADE MARK TRADE MARK

**Released June 21st, 1909**

## Was Justice Served?

**Showing what might result from circumstantial evidence**

How often do we hear of the poor unfortunate victim of circumstantial evidence, who, after spending years of incarceration is found to be innocent of the deed for which he was convicted. Worse still, a life has often been given to expiate a crime committed by another. The theme of this Biograph subject shows how easy justice may err. An ex-convict has determined to start a new life, but by a cruel trick of fate is almost returned to prison through convincing circumstantial evidence, superinduced by his past record. A gentleman drops his well filled wallet, which is picked up later by another party who extracts the money and throws the pocketbook away. This is found by our friend just as the owner returns in search of his loss. Appearances are certainly against him and he would have been sent up had not, by a singular coincidence, the finder been impaneled on the jury, and saves him by returning the money.

**Length, 962 Feet**

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**Released June 24th, 1909**

## The Peachbasket Hat

This is a very funny Biograph comedy in which this latest feminine fancy figures in an apparent kidnapping case. What is more assuring to our patrons is the fact that our old friends Mr. and Mrs. Edward Everett Jones are the leading characters, and we might well add that Jones, Jr., is by no means a small factor in the fun making.

**Length, 666 Feet**

## The Mexican Sweethearts

A short dramatic subject which is an exhibition of the very acme of pantomimic art. It is a vivid portrayal of the impetuous nature of the Latin type, from the fact that the leading character is played by a native born Spaniard.

**Length, 309 Feet**

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# The Largest Sellers in the World

## Selig's Films

**NEXT** **BEN'S KID** **ISSUE**

**Code Word, Kid** **Length, 1000 Feet**

**THE SELIG POLYSCOPE CO., Inc.**
**45-47-49 Randolph Street - - - Chicago, Ill., U. S. A.**

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# Kalem Films

UNSURPASSED IN PHOTOGRAPHY

Issue of July 2, 1909

**COMING!**

The Biggest Hit of the Year

**Length 950 Feet**

**THE JAPANESE INVASION has been pronounced by the newspaper critics and the censors as the most magnificent and startling production of the year. Positively the most daring conception of the decade.**

**FULL DESCRIPTIVE LECTURE FREE**

**Any Moving Picture House that fails to feature this film will lose the biggest opportunity in the history of the business.**

**KALEM CO., Inc.**
**EASTMAN KODAK BLDG.**
**235-239 W. 23d St., New York City**

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## FOR SALE

Pana's Leading Vaudeville and Moving Picture Theatre in city of 8,500, fitted complete; a house that has cleared over $1,500 so far this year; best of reasons for selling; a bargain if taken at once. Address the

**Delman Amusement Co.**
Box 51 Pana, Ill.

Please mention The Moving Picture World

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# BIOGRAPH FILMS

TRADE MARK TRADE MARK

RELEASED JUNE 28th, 1909.

## THE WAY OF MAN

This subject certainly upsets the old maxim, "Beauty is only skin deep," for it clearly shows that appearances are everything. No matter what our virtues and accomplishments are, if we are homely we are simply out of the game. This is especially true with a woman, for an ugly woman, sad to say, is an aversion. Tom Herne is engaged to Mabel Jarrett, and goes West to fight for fortune to be the more worthy of her. During his absence an accident befalls Mabel—a lamp exploding, disfiguring her face for life. The sight of the poor girl is a great shock to Tom, and although he makes an effort to dissemble, Mabel realizes his feeling and, pretending to commit suicide, buries herself in a charitable institution, caring for homeless foundlings. The self-sacrifice is made that Tom may marry Winnie, her pretty cousin.

Length, 986 Feet.

RELEASED JULY 1st, 1909.

## THE NECKLACE

A Powerful Story of the Reward of Vanity.

Vanity, the foundation of the most ridiculous and contemptible vices, is often the cause of woe and disaster, and this subject proves the conclusiveness of the assertion. A young married woman, yearning for ostentation, is invited with her husband to a reception at which several of the nobility are to be present. In moderate circumstances, she feels she hasn't the raiment befitting the occasion, so her husband pawns his watch and chain to procure her a gown; also further humiliating himself to borrow a necklace to adorn her shoulders. During the ball the jewels are stolen, and they price a substitute to replace it. Twenty thousand dollars is the figure marked on the apparent duplicate. To raise this they mortgage their very lives, borrowing money on notes. Meanwhile the thief has tried to dispose of the necklace and finds it a worthless imitation. Five, ten, fifteen years later we find them toiling, toiling, but still in bondage. Their hair white, their bodies bent, their strength ebbing. Twenty years and the necklace is paid for, but at the expense of their lives, only to find out that the one they lost was paste and worthless.

Length, 969 Feet.

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# The Lion Tamer

Will Be Selig's Next Feature Film . .

**Released July 8, 1909—The Best Melodrama of Years**

Code Word, Lion Length, 975 Feet

**Read the story in this week's Moving Picture World**

## THE SELIG POLYSCOPE CO., Inc.

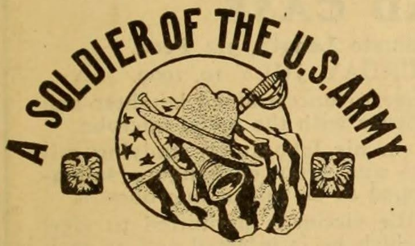
45-47-49 Randolph Street - - - Chicago, Ill., U. S. A.

**SPECIAL!—The Great Automobile Race. Now Ready. Write for Particulars**

# Kalem Films

UNSURPASSED IN PHOTOGRAPHY

Issue of July 9, 1909




Length 950 Feet

## "A Soldier of the U. S. Army"

which follows our tremendous hit, "The Japanese Invasion," is in a certain sense a sequel of that great production, for it shows how a United States soldier is made, how he lives in barracks and finally how he may win fame and glory on the battlefield. Instructive, interesting and exciting to a decree.

FREE LECTURE ON APPLICATION

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## FOR SALE

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**Delman Amusement Co.**

Box 51 Pana, Ill.

Please mention The Moving Picture World

# BIOGRAPH FILMS

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**Released July 5, 1909**

## The Message

How a Baby Saves the Mother from a Perfidious Wretch

A beautiful and touching dramatic subject of the bucolic type, telling the story of how a little baby saves her mother as she is about to drift into the wrong path. The plot unfolds in a succession of the most attractive rustic scenes ever photographed, and the film is in every way up to the Biograph standard of dramatic and photographic excellence.

Length, 944 Feet

**Released July 8, 1909**

## The Country Doctor

Story of the Temporal Deeds that Reap Spiritual Reward

The Country Doctor, a slave of duty, is called from the bedside of his own sick child to give aid to the child of a poor neighbor. He saves the neighbor's child from death, but loses his own child by the noble sacrifice. The subject is one of impressive realism, and sure to strike deep into the hearts of the spectators.

Length, 942 Feet

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# SELIG'S NEXT

A Thrilling Drama and Up-to-Date . .

# The Peasant Prince

Code Word, "Prince" Length, 1000 Feet Released July 15

**Remember, A Selig is always good**

**THE SELIG POLYSCOPE CO., Inc.**

**45-47-49 Randolph Street - - - Chicago, Ill., U. S. A.**

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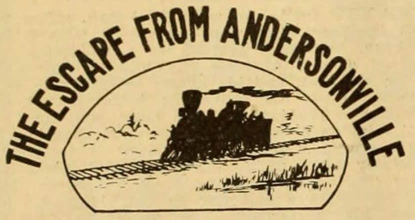
# Kalem Films

UNSURPASSED IN PHOTOGRAPHY

Issue of July 16, 1909




## A TRUE STORY OF THE CIVIL WAR

**Length 850 Feet**

## "The Escape From Andersonville"

Not a war drama, but an exact reproduction of one of the most thrilling and best known episodes of the Civil War. Showing the interior of the prison stockade, the digging of the tunnel, the escape, the desperate flight through the swamp, the capture of a Confederate locomotive, the blowing up of the railroad bridge and the final home coming of the survivors. **A great theme magnificently handled.**

**Free Descriptive Lecture to All Applicants**

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# INDEPENDENT FILMS

Low Prices for Summer.

Take a chance and get something that you can,t say

# I HAD IT

Your own price, your own pick, all new stuff. We don't even know how to spell g u n c.

PURDY'S FILM EXCHANGE

300 East 23rd Street - NEW YORK CITY

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# BIOGRAPH FILMS

Trade Mark Trade Mark

RELEASED JULY 12, 1909.

## THE CARDINAL'S CONSPIRACY

Proving that When a Woman Will, She Will.

Self-will is undeniably the dominant note in the nature of most women, and when the King selects a husband for his daughter she, of course, rebels and won't even look at him. The Cardinal, however, knowing the woman's nature, plots to have the King's wish gratified in spite of the Princess' objections. Disguising the selected suitor as a guard, he succeeds in having the girl fall in love with him. She is, of course, surprised to find her simple lover a Prince, but then she had her way. The subject is elaborately staged, comprising some of the most beautiful exterior scenes ever shown.

LENGTH, 999 FEET.

RELEASED JULY 15, 1909.

## THE FRIEND OF THE FAMILY

This is one incident where a friend had to be seemingly cruel to be kind. The husband is deeply fascinated by the charms of a beautiful woman whom he met at a house-party, and would have cast aside all things sacred for her; but the friend, seeing his danger, becomes a rival for her attention and wins her. The husband, realizing his folly, is thankful for his deliverance, while the friend simply laughs the woman to scorn.

LENGTH, 749 FEET.

## TENDER HEARTS

A pretty little pastoral, beautifully staged and admirably acted. It shows how the tender treatment of a wounded dove decides a young girl in favor of her simple country suitor against the dressy city chap. The subject is indeed of the highest type of picture story with a simple heart appeal.

LENGTH, 233 FEET.

**A Full Description of these Subjects will be Found on Another Page**

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**BIOGRAPH COMPANY**

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**11 EAST 14th STREET :: NEW YORK**

## Selig's New Melodrama

# Won in the Desert

**Code Word, "Desert"** **RELEASE DATE JULY 22nd** **Length, 1000 Feet**

**Order from your film exchange. It is a winner**

**Selig Polyscope Co.** S **45 RANDOLPH STREET CHICAGO, ILL.**

# Kalem Films

UNSURPASSED IN PHOTOGRAPHY

Issue of July 23, 1909

## THE TOM-BOY

**Length 690 Feet**

"The Tom Boy" is a splendid romantic drama exploiting the remarkable riding and swimming ability of a pretty young girl. Her rescue of her lover from drowning is one of the best things we have ever done.

## TICKLE MARY

**Length 130 Feet**

A comedy of the rip roaring order in which three suitors for the hand of one maiden become involved in a most laughable duel.

**Complete Lecture Free to All Applicants**

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**Low Prices for Summer.**

**Take a chance and get something that you can,t say**

## I HAD IT

**Your own price, your own pick, all new stuff. We don't even know how to spell g u n c.**

PURDY'S FILM EXCHANGE

300 East 23rd Street - NEW YORK CITY

# BIOGRAPH FILMS

TRADE MARK TRADE MARK

RELEASED JULY 19, 1909.

## THE RENUNCIATION

COMEDY DRAMA OF THE WILD, WOOLLY WEST.

There is no accounting for a woman's whims or tastes. In this story, little Kittie Ryan visits her old uncle at the Yellow Hill Mining Camp, and throws all the miners into a frenzy. Every one of them falls desperately in love with her, especially Joe Fielding and Sam Walters, who have been chums since boyhood. Through their rivalry for her glances they become bitter foes, and a duel with pistols seems imminent. Joe, however, picks up a photograph of he and Sam as boyhood chums, and, being a dead shot, softens and feels he cannot kill his comrade, even for the sake of the girl, so decides to renounce his claim to Kittie's attention; but Sam enters threateningly and a bowie knife contest occurs, which would have resulted in a fatality had not Kittie entered and introduced her choice—the most effeminate, namby-pamby dude one has ever gazed upon. One look is enough, and the chums exclaim in disgust, "Well, I'll be ——," but there were ladies present.

LENGTH, 982 FEET.

RELEASED JULY 22, 1909.

## SWEET AND TWENTY

A pretty little comedy of "love's young dream," presented in the most dainty manner imaginable. Frank and Alice, youthful sweethearts, quarrel, and Frank resolves self-destruction by drowning, but the cold waters chill his determination, so they kiss and make up, to quarrel again soon for the fun of making up.

LENGTH, 572 FEET.

## JEALOUSY AND THE MAN

A rather unique short comedy, in which the jealousy of the husband is aroused, only to find that the wife's little intrigues are in arranging a surprise for his birthday, which he had quite forgotten about.

LENGTH, 418 FEET.

**A Full Description of these Subjects will be Found on Another Page**

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## SELIG'S NEXT

# The Heart of a Race Tout

**Code Word, "Race Track"** **RELEASE DATE JULY 29th** **Length, 1000 Feet**

**Order from your film exchange and watch results**

**Selig Polyscope Co.** **45 RANDOLPH STREET CHICAGO, ILL.**

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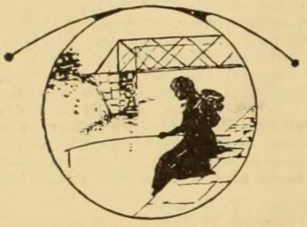
# Kalem Films

UNSURPASSED IN PHOTOGRAPHY

Issue of July 30, 1909

## THE FACTORY GIRL



**Length 850 Feet**

A fascinating drama depicting life among the mill workers of a little New England village. The dramatic climax taken on the bank of the mill race s particularly novel and striking. **Exceptionally rich in the beauty of its scenic settings.**

**Complete Lectures Free to All Applicants**

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# BIOGRAPH FILMS

TRADE MARK TRADE MARK

RELEASED JULY 26, 1909.

## A CONVICT'S SACRIFICE

Embittered Against the World, Yet a Man.

This subject proves that the noblest work of God is man. Here we find a poor unfortunate, who, having served a long term in prison, is released to find the world against him. But there is one man who befriends him and gets him employment. Fate, however, conspires, and he, through no fault of his own, is landed back in the terrible grind of prison life. The despotism of the guards, with renewed force, impels him to break for liberty, and in his flight he comes upon the one man who had been his friend. Fortune has frowned upon this man, who with poverty and illness faces starvation. The convict remembers, and forces the friend to accept the reward for his capture.

LENGTH, 973 FEET.

RELEASED JULY 29, 1909.

## THE SLAVE

Noble Sacrifice of a Devoted Wife and Mother.

A most beautiful subject of the Romanesque type, comprising a series of intensely dramatic and touching scenes. It tells of a Roman girl's rejection of a rich nobleman's suit in preference to the love of a poor sculptor, whom she marries. Ill-luck is their lot, and years later we find them reduced to want, with a sick child added to their woe. The noble girl decides upon self-sacrifice, selling herself at the slave mart for that which may sustain her beloved ones. By strange fortuity she is bought by the attendant of the nobleman, who is at first elated, but learning of her sublime motive, sends her back to her home unsullied, where, upon returning, she finds the child has died. But then the pure, innocent spirit has simply gone before to dispel the darkness and bring the dawn.

LENGTH, 998 FEET.

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# I HAD IT

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**PURDY'S FILM EXCHANGE**
**300 East 23rd Street - NEW YORK CITY**

## Selig's Great Feature Film

# THE LEOPARD QUEEN

Code Word, "QUEEN" RELEASED AUGUST 12, 1909 Length, 1000 Feet

**Selig Polyscope Co.** 45 RANDOLPH STREET CHICAGO, ILL.

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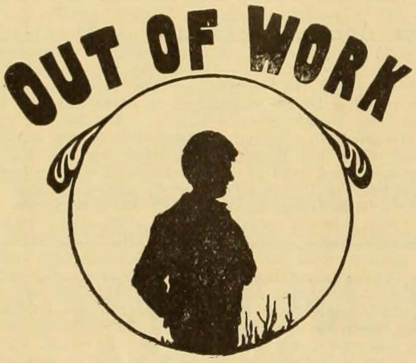
# Kalem Films

Issue of August 13, 1909




**Length 810 Feet**

An exceedingly interesting melodrama of an unusual kind, depicting the struggles of a young man in obtaining permanent employment. The hero's stopping of a runaway horse is a particularly daring and effective scene. A pleasing subject handled in a pleasing manner.

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TRADE MARK **BIOGRAPH** TRADE MARK

# FILMS

RELEASED AUGUST 9, 1909.

## THEY WOULD ELOPE

An extremely funny farce comedy, showing how a young couple, misconstruing the attitude of papa, participate in one of the most strenuous elopements to be married, while the folks at home, who have read the note left behind, are preparing to give them a right royal welcome instead of pursuing them.

LENGTH, 572 FEET.

## JONES' BURGLAR

Our friend, returning late from the club, finds a burglar trying to effect an entrance into his house. Jones helps the burglar in and then holds him up, thereby posing as a hero, saving himself from Mrs. J.'s ire.

LENGTH, 388 FEET.

RELEASED AUGUST 12, 1909.

## THE BETTER WAY

A Beautiful Story of Puritan Times.

No period was more poetic and afforded more material for romance than the days of the Puritans, and this Biograph subject is a faithful portrayal of the quaint manners, honest character and picturesque costumes. The story is that of a Puritan girl, who, to help her poor mother, consents to marry an honest, tender-hearted old Squire, rejecting the young man whom she imagines she really loves. The young lover is persistent, however, and she is almost induced to go away with him, and, in fact, abetted by the Squire, who, regarding his age, would make the sacrifice. But she is suddenly awakened, and, realizing her lover's true character, halts before it is too late.

LENGTH, 990 FEET.

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**Every Exhibitor Will Want SELIG'S Great Western Film**

# The Yellow Jacket Mine

**Code Word, "JACKET"** **RELEASED AUGUST 19, 1909** **Length, 1,000 Feet**

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**Selig Polyscope Co.** S **45 RANDOLPH STREET CHICAGO, ILL.**

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# BIOGRAPH FILMS

TRADE MARK TRADE MARK

RELEASED AUGUST 16, 1909.

## WITH HER CARD

### The story of a woman scorned

The more we love, the nearer we are to hate, and there is no hate as bitter as that of a woman scorned. This is the subject treated in the Biograph latest issue. A young comic opera favorite is attended by two suitors, one an honest, sincere young man, who wants to marry her, and the other an indifferent, blase fellow, who merely considers her with many others of his whims. However, with woman's peculiar nature, she deeply loves the latter, and when he coldly throws her over for a society belle, that love turns to violent hatred. She will stop at nothing to avenge the insult, so both suitors being stock brokers, she enlists the sincere lover's services to ruin the jilt, promising to marry him the day it is accomplished. As the rival's holdings are in open market, the scheme is easy, and success crowns his efforts. Although she is revengeful, she is not heartless, and sends him back the spoils of the game with her compliments, keeping her promise with the other, whom she now sees in a different light, and loves.

LENGTH 1000 FEET.

---

RELEASED AUGUST 19, 1909.

## HIS WIFE'S VISITOR

The way to reform a recalcitrant, truant hubby is to make him jealous, and Bessie, though but a short time married, hits it just right. Harry goes off for a session at the club, and she arranges things to appear she has had a visitor—a male one, at that. Two chairs side by side at the table, two wine-stained glasses, and a half-smoked cigar comprise the layout. Well, the scheme works great, and Harry now beats curfew by a city block every evening.

LENGTH 526 FEET.

## MRS. JONES' LOVER, or I WANT MY HAT

We are all aware of Jones' jealous nature, and when he espies a large bouquet of flowers and a strange hat in the hall a threatened fatality is averted by the explanation that the flowers were a present from a lady friend and the hat belonged to a vase mender whose services the maid engages to fix a vase.

LENGTH 467 FEET.

**A Full Description of these Subjects will be Found on Another Page**

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**Release days of Biograph Subjects — MONDAY and THURSDAY**

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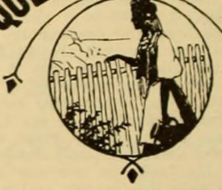
# Kalem Films

Issue of August 20, 1909

## THE QUEEN OF THE QUARRY



**Length 690 Feet**

An impressive dramatic portrayal of the struggle between two young Italians for the hand of a beautiful immigrant girl. The scenes are photographs of an actual Italian settlement and the characters are enacted by real Italians. The final climax is strong in its appealing simplicity.

## The Dog Circus Rehearsal

**Length 170 Feet**

A charming little film, showing the final rehearsal of a clever dog and pony circus preparatory to its first public performance. It will delight the children.

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**Released August 26** **Code Word "Outcast"**

**Selig Polyscope Co.** S **45 RANDOLPH STREET CHICAGO, ILL.**

---

# Kalem Films

Issue of August 27th, 1909

**AN INCIDENT OF A SOUTH AMERICAN REVOLUTION**

**Length 410 Feet**

A powerful dramatic presentation of the tragic ending of a love intrigue between the beautiful young wife of the President of a small Republic and his private secretary. A rare combination of thrilling, sensational scenes and beautiful, artistic surroundings.

## The Dyspeptic and His Double

**Length 575 Feet**

A high class comedy, based on the remarkable resemblance between two men, one a sick millionaire, the other a hungry tramp. Full of hearty laughs from start to finish.

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# BIOGRAPH FILMS

TRADE MARK TRADE MARK

RELEASED AUGUST 23, 1909.

## THE INDIAN RUNNER'S ROMANCE

A THRILLING EPISODE IN THE BLACK HILLS.

The unprecedented success of our Indian subject, "The Mended Lute," has assured us that this film will undoubtedly create the biggest sensation of any moving picture production ever issued. The scenes are laid in the Black Hills at a little later date than our other subject, and tell a romantic story of an Indian runner. An old miner, who has been secretly working a claim, succumbs to the hardships, and is attended in his last hours by the Indian, to whom he reveals the whereabouts of his hidden mine. The Indian's squaw is abducted by a party of cowboys, who hope to force her to divulge the location of the mine. There is a most thrilling pursuit of the renegades by the Indian, who, after many exciting incidents, overtakes the cowboy who carries the squaw on his horse. Leaping up behind him, a conflict ensues between them, astride the same horse, with the squaw, bound hands and feet, lying across the animal's neck. The Indian is victor.

LENGTH, 994 FEET.

---

RELEASED AUGUST 26, 1909.

## THE SEVENTH DAY

A film story founded upon a decision in the Cook County (Ill.) Circuit Court. The mother of two young children yields to the fascination of the social whirl to such an extent as to entirely neglect the home and young ones. Her husband at length rebels and a separation is imminent, she wishing to retain the children merely for pecuniary reasons. The judge reserves decision in this manner: "Take the children; win their love in seven days, then you may keep them; otherwise——" Well, the children not only win the mother over, but induce a reconciliation between the parents.

LENGTH, 693 FEET.

## OH, UNCLE!

Our young friends, Harry and Bessie Wright, are apprised of a visit from Harry's Uncle Zeke, in the following epistle: "Am disgusted with your cousin's wife. If you ever marry, I'll cut you off. Am coming to visit you to-morrow." Here is trouble. Nunky doesn't know Harry is married, and so Bessie is induced to play the part of the maid. Foxy Uncle is wise, and causes Harry many pangs of jealousy by blatantly flirting with the supposed housemaid. However, Uncle Zeke is very favorably impressed with Bessie, and Harry has nothing to fear from a revision of Uncle's instrument of bequest.

LENGTH, 292 FEET.

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# The Hit of the Country—SELIG'S FILMS

**Don't Miss These Two**

| MRS. JONES' BIRTHDAY | WINNING A WIDOW |
|---|---|
| Code Word "Day" Length 540 Feet | Code Wor "Widow" Length 450 Feet |

**RELEASED AUGUST 30, 1909**

**Selig Polyscope Co.** S **45 RANDOLPH STREET CHICAGO, ILL.**

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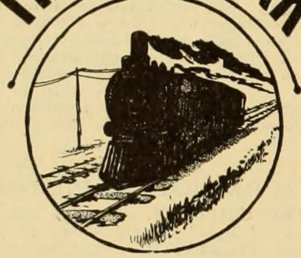
# Kalem Films

**Issue of September 3d, 1909**

## "THE PAY CAR"



**Length 930 Feet**

A remarkably effective presentation of a series of thrilling incidents in the life of a railroad engineer. The saving of the pay car from a gang of yeggmen by the engineer's wife is intensely dramatic and an extremely well handled scene. Pronounced by a high railroad official *a perfect picture of real railroad life.*

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# BIOGRAPH FILMS

Trade Mark — Trade Mark

RELEASED AUGUST 30, 1909.

## THE MILLS OF THE GODS

A pretty comedy drama, in which a struggling young magazine writer is boosted to fame and fortune by an artless Swedish maid-servant of his boarding place. The poor girl deeply loves the author, quite unknown to him, and is moved by his extreme desperation at having his endeavors rejected by the editors. She interests herself to the extent of going and pleading with the editor to at least read his story—which she has surreptitiously taken from his room. The result is that the editor is so impressed that the writer is put on their regular staff of contributors, but the sight of his joys is the poor girl's only reward, for his heart is given to another.

LENGTH, 672 FEET.

## PRANKS

A very funny farce comedy, showing how two lovers were reunited, after a bitter quarrel, by a mischievous boy exchanging their wearing apparel while they are bathing in the surf.

LENGTH, 328 FEET.

RELEASED SEPTEMBER 2, 1909.

## THE SEALED ROOM

One of the most artistic film subjects ever produced, telling a story of medieval times, in which the king surprises his favored one in an intrigue with an Italian troubadour. Unknown to them, he walls up the only entrance to the room they are in, and there leaves them to their inevitable fate. The costuming, acting and staging of this production, it is safe to say, has never been surpassed, while the story is one of intense interest. The subject may, indeed, be termed a feature film.

LENGTH, 779 FEET.

## THE LITTLE DARLING

This might be termed a comedy of errors, as it tells of a party of old folks who prepare to receive a visit from what they believe to be an infant, only to find that the little darling is a pretty young lady of seventeen.

LENGTH, 211 FEET.

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**SELIG'S GREAT PICTURE**

# THE BLIGHT OF SIN

Code Word "Sin" Length 995 Feet
RELEASED SEPTEMBER 2, 1909

**Selig Polyscope Co.** 45 RANDOLPH STREET CHICAGO, ILL.

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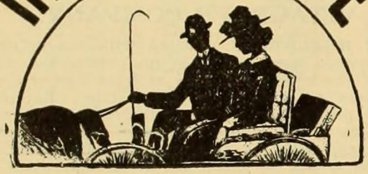
# Kalem Films

Issue of September 10th, 1909

## HIRAM'S BRIDE



LENGTH 950 FEET.

A bucolic drama along entirely new and novel lines, woven around the marriage of a stalwart young farmer to a poor working girl from the city, against the wishes of his spinster sister. Full of beautiful, realistic scenes of farm life. The barn lot scene, with its flocks of ducks and chickens and its herd of cows, being one of the most effective ever shown.

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# BIOGRAPH FILMS

TRADE MARK TRADE MARK

RELEASED SEPTEMBER 6, 1909.

## "1776"

## OR, THE HESSIAN RENEGADES

A story founded on an incident of the Revolutionary War, embracing a series of thrilling scenes never before excelled. It shows a young American despatch bearer being pursued by a band of Hessian guerillas, who seeks shelter in his father's house. The Hessians following, after subjecting the old man to gross indignities, find and kill the boy. For this the father vows vengeance, and, stealing from the house, gathers together the folks of the village, who armed with clubs, axes, scythes, etc., their arms having been confiscated, surprise the band of renegades and the old man fulfills his vow. The subject is an exceptional one, comprising beautiful scenery, powerful acting and unexcelled photography, and is destined to create a decided sensation.

LENGTH, 965 FEET.

RELEASED SEPTEMBER 9, 1909.

## COMATA, THE SIOUX

A STORY OF AN INDIAN'S CONSTANCY.

Again we present a beautiful Indian masterpiece, the movement of which is entirely different from anything attempted in that line. Comata, the Sioux brave, deeply loves his chief's daughter. She, however, has given her heart to Bud Watkins, a white cowboy, with whom she runs off and marries. Comata looks with grief on what he premonishes a disastrous union. His fears are prophetic, for Bud after a couple of years tires of his Indian wife, and would have ran off with a trusting white girl who thought him single. Comata thwarts his design by exposing him to the girl, showing the child of the squaw as evidence. The poor heartbroken squaw takes her papoose and makes her way back to her mountain home, and Bud answers to Comata for his perfidy. The scenic splendor of the picture is indeed extraordinary.

LENGTH, 963 FEET.

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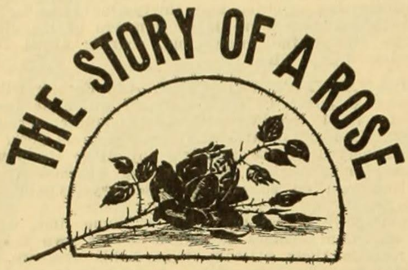
# Kalem Films

Issue of September 17th, 1909




LENGTH 680 FEET

An absorbing drama of parental love and devotion depiciting the struggles of a poor Italian immigrant to obtain the roses his litt'e cripple daughter has begged him for. A novel production that cannot fail to please on account of its touching appeal to all hearts.

## WINNING A DINNER

LENGTH 245 FEET

A lively little laugh producer showing how three jolly but impecunious comrades. succeeded in satisfying their appetites by the exercise of a little ingenuity and mother wit.

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# BIOGRAPH FILMS

TRADE MARK TRADE MARK

RELEASED SEPTEMBER 13, 1909.

## Getting Even

The most satisfying and pleasurable sensation experienced by mortal is "getting even." To turn the tables on one who has victimized you is indeed heavenly. Bud, the kid of the mining camp, was subjected to gross humiliation at the hands of the other fellows before his sweetheart, and as there was a masque ball that night in the town, Bud attended in swell female attire and had all the boys madly in love with him. The ringleader went so far as to drop on his knees and declare his undying affection, when Bud throws off his wig and hat, disclosing his identity. Did he get even? Well, I guess.

LENGTH, 587 FEET.

## The Children's Friend

This is a very pretty subject, showing a party of children on a little outing, carrying with them their pet dove. At some distance from the beach they fall into a sandpit. Failing, after many attempts, to get out, they write a note and fasten it to the dove, which carries the message to their parents, who rescue them.

LENGTH, 386 FEET.

RELEASED SEPTEMBER 16, 1909.

## The Broken Locket

A REALISTIC STORY OF MAN'S WEAKNESS.

No matter to what depths a man may fall, there is always at least one awakening, and his future depends upon whether he hearkens to that call or not. The young hero of our story, having given free rein to his inclinations, the principal one being drink, is persuaded from his reckless life by his sweetheart. He goes West to make a man of himself. On leaving, the girl breaks her locket in two, giving him one half as a talisman against a lapse, while she keeps the other, hoping that some day the parts of the locket may be reunited, also their hearts. Out West he meets with fair success, and things look rosy, but he yields to the "one drink" invitation. That drink was his undoing. Down he sinks, deeper than before, making the acquaintance of a young woman, who writes to his ever-faithful sweetheart that he has been killed. This shock throws the poor girl into a delirium of fever, resulting in hopeless blindness. He, meanwhile, has become a dirty, ragged, drunken parasite. The locket is still broken.

LENGTH, 999 FEET.

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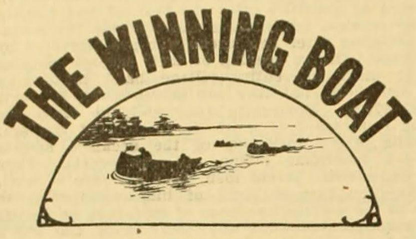
# Kalem Films

Issue of September 17th, 1909




LENGTH 925 FEET

A splendid dramatic story of life, taken in a little New England coast village, exploiting the remarkably clever handling of her sweetheart's motor boat by a pretty young girl. Containing a race scene that is so intensely exciting it will thrill even the most blase moving picture audience.

**Free Descriptive Lecture to all applicants.**

**Kalem Four Colored Posters can be obtained from A. B. Co., Cleveland, O.**

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**EASTMAN KODAK BLDG.**

**235-239 W. 23d St., New York City**

# BIOGRAPH FILMS

TRADE MARK TRADE MARK

RELEASED SEPTEMBER 20, 1909.

## IN OLD KENTUCKY

A STIRRING EPISODE OF THE CIVIL WAR.

At the beginning of the Civil War, Kentucky attempted to hold a neutral position between the belligerants, and her sons decided for themselves which side's cause to take up; hence it was that many a Kentucky home was divided. That condition afforded a story for this Biograph subject, showing two brothers enlisting against each other and afterwards meeting under most trying circumstances, where it became a struggle between duty and kindred love. No subject has ever been produced with such a succession of tense situations, concluding with the return of the brothers, one 'neath triumphant banner, while the other is shown ragged and homeless for the "Lost Cause." This final meeting is undoubtedly the most impressive ever witnessed—the brothers, each with his cherished flag, grasping hands, typifying the motto of Kentucky, "United we stand, divided we fall."

LENGTH, 983 FEET.

RELEASED SEPTEMBER 23, 1909.

## A FAIR EXCHANGE

FREE ADAPTATION OF GEORGE ELIOT'S "SILAS MARNER."

The Biograph's adaptation of this popular novel makes Master Marner a cobbler instead of a linen weaver. This change, however, does not weaken, nor make less romantic, the story. Silas, while giving succor to a dying friend, is accused of robbing him. The circumstantial evidence is so strong that he is shunned by his former associates, so leaves his native village for another section of the country. Through this calumny he becomes a niggard and misanthrope, hoarding the pay for his labors in shoe-mending. He is robbed of all, and is in despair, when a waif wanders into his hovel. Arousing himself from the lethargy induced by his woe, he is amazed to see the child lying asleep on the very hearthstone that hid his gold. This is his recompense, for the advent of the little one changes his nature entirely.

LENGTH, 995 FEET.

**A Full Description of these Subjects will be Found on Another Page**

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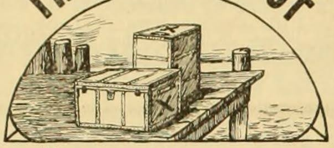
**Answer to THESPA, care of M. P. World**

# Kalem Films

Issue of October 1st, 1909

THE MYSTERY OF



## THE "SLEEPER" TRUNK

LENGTH 870 FEET

A distinct novelty in film production. The love romance of a young customs inspector, depicting a daring attempt against his life, made by a clever band of millinery smugglers, which resulted in their capture and led to his happy marriage. The novel dock scenes offer some striking views of New York City's great harbor.

**Free Descriptive Lecture to all applicants.**

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# BIOGRAPH FILMS

TRADE MARK TRADE MARK

RELEASED SEPTEMBER 27, 1909.

## LEATHER STOCKING

Freely adapted from the tales of James Fenimore Cooper.

What person has not been enthralled by the beautiful and thrilling pen pictures of that greatest of novelists, James Fenimore Cooper? Living as he did, almost associated with that tribe of the Algonkin stock, the Mohicans, his characters were real, living people, and while we have made no attempt to follow closely his story, we present a vivid appreciation of his work, the result, we may truthfully assert, being one of the most thrilling and picturesque subjects ever produced. Our story tells of the starting out of a party piloted by Big Serpent, who is elated at the opportunity of a long cherished revenge. They are waylaid by the Indians and seek shelter in the stockade, assisted by Leather Stocking and Uncas. Leather Stocking undertakes to secure aid by swimming the rapids clothed in an animal skin, and returns none too soon, for the party would have been incinerated by the savages. Length, 996 feet.

RELEASED SEPTEMBER 30, 1909.

## THE AWAKENING

Tells of a young bachelor who is bent on taking life easy, but he finds to save his inheritance he must marry within a certain time, which time limit is nearing an end. A bride to order is the forced conditions and he goes to the altar with a pretty little Spanish girl, whom he hardly deigns to notice. She falls desperately in love with her hubby of convenience and by her artlessness wins him over. Length, 691 feet.

## WANTED, A CHILD

The parents of a family of seven children, in almost desperate circumstances, have a chance to lighten their burden by an offer of their brother to take one of their young ones. At first they feel elated, but after looking each kiddy over they realize they can't part with any one of them. Length, 296 feet.

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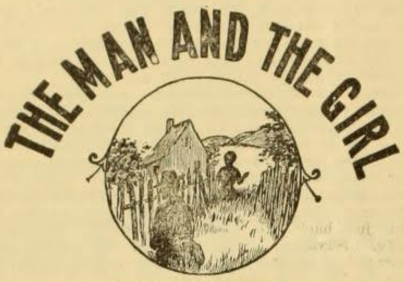
# Kalem Films

Issue of October 15th, 1909




LENGTH 940 FEET

A powerful story of primitive love in a western mining camp, telling how love for a young girl worked transformation in the nature of a crude, rough miner. Not a dull moment in this entire film. It will grip the audience's attention at the opening of the first scene, and hold them fascinated until the final appealing climax.

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# BIOGRAPH FILMS

Trade Mark Trade Mark

RELEASED OCTOBER 11, 1909.

## The Little Teacher

A COMEDY OF RUSTIC SCHOOL-DAYS.

Youth and authority never go hand-in-hand. To command, the commander must have either age or whiskers, and it is not to be wondered at, the scholars of the little country school rebelling, when the little teacher, a pretty girl, smaller and younger than many of her charges, was put in position "to teach the young idea how to shoot." She fancied her position would be a disagreeable one, and was really afraid to accept the charge. Her fears were well founded, for the entire class, led by the bully, mutinies, and it is only after the leader is thrashed by a stranger, who learns of her plight, that peace is restored. The bully, however, falls desperately in love with his little teacher, and henceforth becomes her protector.

LENGTH, 982 FEET.

RELEASED OCTOBER 14, 1909.

## A Change of Heart

THE DANGERS OF EVIL ASSOCIATION.

The contaminating influence of evil companions has caused more woe than any other moral agent. In this subject is portrayed an episode in the life of the son of indulgent parents. With time and money at his disposal, he falls in with reckless companions, and during one of his auto trips in the country meets a simple country girl, and urged by his friends he plans a deception. With false promises he induces her to go away with him, one of his associates volunteering to perform a pretended marriage ceremony. The poor girl learns the truth, however, and rushes out of the place for home. The timely return of the young man's mother awakens him to his better self, and so he hastens to right the wrong he had done.

LENGTH, 977 FEET.

**A Full Description of these Subjects will be Found on Another Page**

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- 'Neath The Arbor Vita Tree.
- Mary Brown.
- When The Robin Sings Again.
- Let Me Prove My Love To You.

A new song added weekly. Send for special standing order proposition.

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# Kalem Films

Issue of October 22d, 1909

## A BROTHER'S WRONG

LENGTH 955 FEET

An absorbing dramatic portrayal of how a brother's jealousy sent a man into exile with a shadow over his name that was only lifted by the erring brother's dying confession. A powerful theme splendidly presented. One well known critic said. "It is a rare treat to find in a single film such a combination of perfect photography and good acting."

**Free Descriptive Lecture to all applicants.**

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# BIOGRAPH FILMS

TRADE MARK TRADE MARK

**Released October 18th, 1909**

## *His Lost Love*

**A Brother's Sacrifice and Its Outcome**

To yield our beloved for the sake of their happiness is one of the noblest sacrifices man can make. There is a note of unselfishness in it that is without parallel. Such was the deed of the hero of our story. Luke and James are brothers. James goes to London, but Luke remains among the simple country home folk. Mary was the childhood sweetheart of James, who forgets her in the business whirl of the metropolis, and Luke's tender attentions move her young heart and they become affianced. James, however, revisits the old home, and the old love is enkindled. Luke, considering only her happiness, surrenders in James' favor. They marry, but Jim neglects Mary for her sister, finally deserting her to leave with the sister. The shock proves fatal to the poor wife, and Luke now realizes that woe instead of happiness is the outcome of his sacrifice, so he resolves to give his life to the care of her little baby, which is now orphanaged.

Length, 958 feet.

**Released October 21st, 1909**

## *The Expiation*

**Atonement of a Self-Accused Wrong**

Expiation is invariably the act of a noble heart. It is a self-satisfaction as well as reparation for a deed the world may fully condone, but the consistent mind will accept no such condonation if the conscience is disturbed. While the heroine of this Biograph story was in no way responsible for the tragic end of her husband, yet she felt that it was due solely to her actions that he took the rash step. He was a confirmed dipsomaniac and irretrievably lost to the drink habit. Night after night he is assisted home by a friend of the family. This friend at first bears profound sympathy for the wife, as she appreciates his kindness. Later, however, they love, but honor compels them to dissemble. The friend decides to leave for the West to avoid a wrong. He must at least say "good-bye." This meeting is misconstrued by the husband, who, to rid them of his unworthy self, commits suicide. The wife resolves to spend the rest of her life in expiation of the deed she felt she incurred.

Length, 992 feet.

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# THEATRE FOR SALE

Big money making moving picture theatre, 455 seats, 150 standing room, 30,000 population.

GEO. COHEN, Jamestown, N. Y.

# Kalem Films

Issue of October 29th, 1909

OR

## THE CANADIAN CONTINGENT IN THE BOER WAR

LENGTH 945 FEET

The Canadian Contingent in the Boer War. A historically correct presentation of a wonderfully thrilling incident of the Boer War. Everything is real in this sensational film. The story is true, the troops used are actual veterans, the guns and equipments saw service in this war, and the scenic settings are reproductions of actual South African scenes selected by a participant in the war. *A head liner for any bill.*

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# BIOGRAPH FILMS

TRADE MARK TRADE MARK

RELEASED OCTOBER 25, 1909.

## In the Watches of the Night

A Story of the Silver Lining of the Clouds of Despair.

More torturing than the "rack" is desperation, for the being is in just as completely a state of helplessness. Furthermore, desperation almost invariably affects not only the desperate one, but all dependent upon him, making his anguish the more intense, for very often the sufferer could his quietus make without a qualm, were it not for the thought of those he would leave behind in a state of uncertainty. Edward Forbes, a mechanic, has had a siege of bad luck; out of work, with his little child dangerously ill. In the extreme of desperation, he commits his first theft, but his wife insists that he return the loot. This he endeavors to do, and is caught. His captor will not believe his story, and hands him over to a policeman, who happens to be an old friend. The officer, learning the facts, intercedes and saves the man, not only from prison, but from the committing of a greater crime—self-destruction.

LENGTH, 996 FEET.

RELEASED OCTOBER 28, 1909.

## Lines of White on a Sullen Sea

A Story of Unrequited Love.

"Oh, the love of woman! No coldness, no neglect, no harshness, no cruelty can extinguish thee!" These lines of William Carleton were never more forcibly exemplified than in this Biograph film story, which shows the unswerving constancy of a pretty fisher-maiden, who sacrificed her life upon the altar of unrequited love. Emily Brackett is wooed by two fishermen of the village, and rejecting the proffered engagement ring of Joe, accepts Bill, who places upon her wrist a bracelet, which he locks, he keeping the key. In this manner they plight their troth. Bill leaves on a fishing trip and locates in a foreign port. Forgetting Emily, he marries another girl. Poor, faithful little Emily is ever hopeful of his return, steadfastly rejecting Joe's repeated proposals. Thus she sinks into the depths of decline, and it is only a matter of a few hours of life, when Bill returns to the village, accompanied by his wife. Joe meets him and forces him to pretend that he has returned to fulfill his vow, that her last moments, at least, may be happy ones—indeed a charitable deception.

LENGTH, 975 FEET.

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## of Highest Quality

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Underneath The Big Magnolia Tree.
When The Blue Is On The Heather.
Just To Live The Old Days Elder.
Sunny Face.
Smile.
Gee, Aint America a Grand Old Place.
He's A College Boy.
I Wish You Were My Gal Molly.
Happiness.
I'd Rather Be With You On Old Broadway.
Pansy, The Moon is Shining.
Someone Else.
Oh! What I Know About You?

**High class slides made and colored to order from prints and negatives**

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**59 Pearl St., New York City**

# NEW SLIDES

**For the Following Songs**

**JUST OUT**

THE WIRELESS MAN
My Sister Juliet
You for me when you're sweet sixteen
If I could gain the world by wishing
Monkey Doodle Dandy
Carrie or Carrie Marry Harry

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**120 W. 31st St., N. Y. City**

Mention the Moving Picture World.

An exquisite Film Service of best films and no repeaters! Shipped on time, suit the times, and keep this standard all the time,

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**New England Film Exchange**
**611 Washington St., Boston, Mass.**

# BIOGRAPH FILMS

TRADE MARK TRADE MARK

RELEASED NOVEMBER 1, 1909.

## THE GIBSON GODDESS

A seaside comedy of the trials of a Gibson girl who, tired after an arduous season of society's whirl, goes to rest up at a secluded seaside resort. She is at once besieged by a score of admirers, who pester her wherever she goes. Her maid, however, devises a plan to get rid of these troublesome pests by attiring her in a bathing suit and filling her stockings with layers of raw cotton, giving her a Gargantuan appearance. The scheme works like a charm.

Length, 576 feet.

## WHAT'S YOUR HURRY?

A very funny comedy of a terrified lover who had the audacity to kiss the girl. She threatens to tell papa. Papa is cleaning a shotgun—a birthday present, and enters proudly to show it to Harry. He, with guilty conscience, beats it, and in fact every time he sees papa, he hurriedly lengthens the distance between them.

Length, 403 feet.

---

RELEASED NOVEMBER 4, 1909

## NURSING A VIPER

**A Story of the French Revolution.**

That frightful era in French history beginning with the outbreak of insurrectionary movements in Paris, July 12, 1789, and the taking of the Bastile, July 14, has been the subject of song, story and drama, anl it is small wonder that it should prove thrilling material for motion pictures, as this Biograph production will evince. Prior to that period, termed the Reign of Terror, from the above date until July 28, 1794, when the leader, Maximilian Robespierre, suffered death on the guillotine, French nobility was sunk in profligacy, and while they were exempt from land tax, the lower class shouldered the burden of labor and of paying taxes. They rebelled against absolutism and demanded political independence, equal rights and universal freedom. This subject shows a party of the insurrectionists pursuing some of the nobility, one of them seeking refuge in the house of a man of republican sentiments. Here in the guise of a servant he succeeds in eluding his pursuers. Later the character of the man asserts itself, for he offers insult to the wife of his benefactor. The husband would at first shoot him down, but on second thought, he makes him assume his original attire and go out among the insurrectionists, where he meets his merited fate.

Length, 920 feet.

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Sunny Face.
Smile.
Gee, Aint America a Grand Old Place.
He's A College Boy.
I Wish You Were My Gal Molly.
Happiness.
I'd Rather Be With You On Old Broadway.
Pansy, The Moon is Shining.
Someone Else.
Oh! What I Know About You?

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# NEW SLIDES

**For the Following Songs**
**JUST OUT**

Heinz
In The Garden of My Heart.
Everybody's Happy When The Moon Shines.
Put On Your Old Grey Bonnet.
The Wireless Man.
Sweet Star of Love.
Bonnie Annie Laurie.
Gee, But I've Got The Blues.
My Sister Juliet.

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Trade Mark — Trade Mark

# BIOGRAPH FILMS

RELEASED NOVEMBER 8, 1909.

## THE RESTORATION

A Doctor's Plan to Retrieve a Shattered Mind.

The world's history would contain many blank pages if it were not for the frequent occasions of misconstruction of intent. How many commendable deeds have been misconstrued and made the genesis of woe. Wrong impressions, converted ideas and hallucinations have formed the greater part of the causes of calamity, and there is no stronger ideological force than jealousy, and jealousy thrives most in the fagged brain. Henry Morley was suffering from what seemed to be an attack of hypochondriasis. He was low spirited, irresolute of purpose, and in fact on the verge of nervous collapse. His wife becomes solicitous and urges outdoor exercise, such as hunting, driving and the like. Mrs. Morley's cousin Alice is spending the Summer with them. Alice and her sweetheart Jack Dudley indulge in a lovers' quarrel, and Mrs. Morley volunteers to patch it up. Morley misconstrues the intent of their meeting, and entering the drawing-room in the evening after the couple had made up, sees Jack enfolding Alice in his arms. Thinking it his wife he sends Jack reeling to the floor with a blow of his whip handle. Realizing his mistake, his mind is unbalanced. Jack is only stunned and the doctor, in order to restore Morley's reason, has Jack and Alice re-enact the scene, with successful results.

LENGTH, 964 FEET.

RELEASED NOVEMBER 11, 1909.

## THE LIGHT THAT CAME

Romance of a Blind Musician.

We, of course, assume that being most unfortunate over whose sight fate has drawn the mantle of darkness, and it is reasonable so to do, but Divine Providence is sure to compensate those so afflicted with ameliorating gifts that help them bear their ills with fortitude, and not only that, their powers of discernment are far more acute than those endowed with sight. There is the sight of the soul, which sees farther than the eyes. This may be called intuition; but whatever it may be, it is a rare gift. Carl Wagner was bereft of his sight and in order that he might earn a livelihood he learned music, and played violin for the dancing at many of the East Side balls. One of the affairs is attended by Grace, Vivian and Daisy, three sisters. Vivian and Daisy are rather pretty girls and are the center of attraction. Grace, however, has a disfiguring scar on her face, which makes her a wallflower throughout the evening. At the close of the entertainment, she meets Carl, and a sympathy, which ripens to love, springs up. They become sweethearts, and later become engaged. A friend of the family declares his belief that Carl's sight can be restored, and Grace is moved to help him with her savings. On second thought she realizes that when he sees her as she is, she will lose his love. This she struggles against, and when the cure is effected, she finds her fears were groundless, for the heart has seen farther than the eyes could have.

LENGTH, 998 FEET.

**A Full Description of these Subjects will be Found on Another Page**

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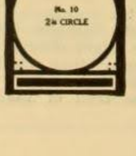

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Just To Live The Old Days Over.
You Taught Me How To Love You, Now Teach Me To Forget.
Underneath The Big Magnolia Tree.
When The Bloom Is On The Heather.
Next to Your Mother Who Do You Love.
Funny Face.
Smile.
Gee, But Ain't America a Grand Old Place.
He's A College Boy.
I Wish You Were My Gal Molly.

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**JUST OUT**

In the Harbor of Sunshine and Love.
Round Up.
Would You be Satisfied, Sally?
You'll Come Back.
Put On Your Old Grey Bonnet.
Heinz.
In The Garden of My Heart.
Everybody's Happy When The Moon Shines.
The Wireless Man.
Sweet Star of Love.

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# BIOGRAPH FILMS

Trade Mark Trade Mark

RELEASED NOVEMBER 15, 1909.

## TWO WOMEN AND A MAN

### The Fascinating Woman contrasted with the Faithful One

Paradoxical as may seem the expression "too much prosperity" there is a world of truth in those three words that is undeniable. Prosperity has caused more woe than poverty, and this Biograph story is one of the many cases which evince it. John Randolph was a happy man when he brought Molly as his bride to the humble little home in the village. Fortune smiled on his every endeavor and he becomes a rich man. His environment is not attuned with his wealth, so he removes to the metropolis. Here, his money serves aas credentials into the social whirl and he soon neglects his faithful wife for a fascinating woman of Bohemian circles. A divorce is the outcome, and a marriage with the charmer follows. Reverses occur and this young woman casts him off. Poor in pocket and crushed in spirit, he wanders back to the modest little cottage, realizing that he would now be happy had he never left it.

Length, 988 feet.

RELEASED NOVEMBER 18, 1909

## A MIDNIGHT ADVENTURE

This is a Biograph comedy, showing how a novel-reading sweetheart set a task for her lover, such as is only found in the story book. He must do something daring, so she suggests he go to her girl friend's house and steal a photograph and bring it to her. This he does, but while stealing the picture, the girl friend, whom he had never seen before, stole his heart, so the climax comes when she with the novel habit finds herself "stung."

Length, 519 feet.

## SWEET REVENGE

A young woman jilted by her lover wishes to wreak revenge, or rather thinks she does, so dispatches a messenger boy to his new fiancee with his love letters. The boy on his way, she gloats over her deed, until suddenly she softens and is sorry. What would she not do to intercept him, hence you may imaagine her joy at learning that the careless boy allowed the instrument of her vengeance to fall from his hand into the river and float away.

Length, 471 feet.

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- Don't Christmas Time Seem Years and Years Away.
- Be Jolly Molly.
- I Wonder if You'll Meet Me.
- 'Twas in The Time of Roses.
- Just To Live The Old Days Over.
- You Taught Me How To Love You, Now Teach Me To Forget.
- When The Bloom Is On The Heather.
- Next to Your Mother Who Do You Love.
- Funny Face.
- Gee, But Ain't America a Grand Old Place.
- He's A College Boy.

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# BIOGRAPH FILMS

TRADE MARK TRADE MARK

RELEASED NOVEMBER 22, 1909.

## THE OPEN GATE

**A Beautiful Motion Picture Pastoral**

The story told in this Biograph subject is one that is bound to touch the hearts of all. It beautifully depicts the extreme adherence to duty by the true woman. Though the sacrifice blighted her life, she bore up under its chafing burden for years, when her reward comes. On the day that George and Hetty plight their troth, Hetty's oldest sister dies, and as she had cared for Hetty in her childhood she requests that Hetty care for her child, Mary. Her duty to her sister's child causes her to break the engagement, and George, in a huff, dashes through the gate never to return. The gate ever remains open. Mary grows to young womanhood and is betrothed to Jack, the nephew of George. They quarrel, and the ring is returned. Hetty begs Mary to be reasonable and go after him, which she does. Meanwhile, George, tired of wandering, returns and meets Jack. He hears his story, and consents to be the peacemaker, not knowing who the girl is, taking the boy's ring to settle it. Imagine his surprise when he arrives at the still open gate and meets Hetty. He now forgets his mission for his own affairs, and when the young people come up they find that George has used the ring to bind his own bargain. Two weddings take place instead of one, and the gate is closed. Length, 988 feet.

RELEASED NOVEMBER 25, 1909.

## THE MOUNTAINEER'S HONOR

**A Story of the Kentucky Hills**

In the hills of old Kentucky death was always preferable to dishonor, and once there occurred a blot on the family's good name, it was never effaced. This Biograph story has to do with a family consisting of mother, father, a son and a harum-scarum daughter. The daughter is loved by a young idealist of the mountains, but she loses her frivolous heart on a dashing young chap from the Valley, only to be cruelly deserted by him, when he grows tired of her. The brother follows him and demands he right the wrong. He refuses and pays with his life. The Vigilance party pursue the boy back to his own home, where his old mother is given to understand that he will hang. Hanged! What a smirch on the family honor. Cunningly she contrives to cheat the gibbet with a gun concealed beneath her apron. Their work anticipated, the party leave. The idealist takes the poor girl, charitably blaming the Valley man for her indiscretions. The scenic beauty of the subject places it among the best dramatic films ever produced. Length, 977 feet.

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# NEW SLIDES

**For the Following Songs**
**JUST OUT**

- In the Harbor of Sunshine and Love.
- Round Up.
- Would You be Satisfied, Sally?
- You'll Come Back.
- Put On Your Old Grey Bonnet.
- Heinz.
- In The Garden of My Heart.
- Everybody's Happy When The Moon Shines.
- The Wireless Man.
- Sweet Star of Love.

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My Irish Caruso.
Some Little Something About You
I'd Like To Be a Soldier Boy In Blue.
Just a Little Ring From You.
Where Are The Scenes Of Yesterday?
Don't Christmas Time Seem Years And Years Away?
Be Jolly Molly.
I Wonder If You'll Meet Me?
Just To Live The Old Days Over.
You Taught Me How To Love You. Now Teach Me To Forget.
Next To Your Mother Who Do You Love?
Funny Face.
Gee, But Ain't America a Grand Old Place.

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# NEW SLIDES
## For the Following Songs JUST OUT

Rosenbaum
When You've Won the Only Girl You Love.
Just a Girl Like You.
In the Harbor of Sunshine and Love.
Round Up.
Would You be Satisfied, Sally?
You'll Come Back.
Put On Your Old Grey Bonnet.
Heinz.
In The Garden of My Heart.
Everybody's Happy When The Moon Shines.
The Wireless Man.
Sweet Star of Love.

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# BIOGRAPH FILMS

TRADE MARK TRADE MARK

### Released November 29th, 1909

## The Trick That Failed

In this subject the Biograph presents a very novel comedy idea. Nellie Burt, a pretty little girl, struggling for fame as an artist, is sought in marriage by a successful disciple of the brush and palette, but she refuses to think of marrying until she has sold her works and lots of them. The lover devises a scheme to make her famous, that is, to enlist the services of all his friends to buy her pictures, he furnishing the money. Things look bright for him until, through the awkwardness of his valet, she discovers the deception. Then it is all off.

Length, 645 feet.

## In The Window Recess

A short subject, but one of the most thrilling. An escaped convict takes refuge in the home of a policeman, surprising the wife alone with her child. He seizes the little one and with a pistol at its head, hides behind the curtains in the window recess, threatening destruction of the child, should the wife reveal his hiding. The convict is finally surprised, overpowered and given into the custody of the prison guards.

Length, 337 feet.

### Released December 2nd, 1909

## The Death Disc
### A Story of the Cromwellian Period

Oliver Cromwell, as Lord Protector of the English Commonwealth, is informed of the fact that three of his soldiers were discovered as adherents to the Roman Church, hence to set an example he condemns them to draw lots,—one to die and the other two to be released to warn their sect against further practices of their religion. This they refuse to do, preferring all three to die. He then sends out for a little child, the first his guards may meet. The child is brought and impresses Cromwell so, it reminding him of his own dead child, that he bestows on it a signet ring, promising to grant any wish the little one may hereafter ask. The child happens to be the daughter of one of the soldiers and selects the pretty red disc for its papa, which is the death disc. He is then to be beheaded but the child pleads in the name of the ring for his pardon which Cromwell cannot deny.

Length, 995 feet.

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My Irish Caruso.
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I'd Like To Be a Soldier Boy In Blue.
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Next To Your Mother Who Do You Love?
Funny Face.
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In The Garden of My Heart.
Everybody's Happy When The Moon Shines.
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# BIOGRAPH FILMS

TRADE MARK — TRADE MARK

RELEASED DECEMBER 6, 1909.

## THROUGH THE BREAKERS

A STORY OF THE SLAVES OF SOCIETY.

Undoubtedly the cardinal sins of society's devotees is neglect of the home. The obligations are so compelling that the undivided attention of its members is induced to the entire disregard of all things domestic. Mr. and Mrs. Nostrand were no exception to the rule, and although they held for their young child the most sincere parental affection, still they suffered it to the care of the maid, while they spent their time at the whist party or the club. The little one alone and forlorn, crushed in spirit, becomes seriously ill, and the father, now alarmed, insists that the mother remain at its side, but she does not realize the child is seriously ill, and so attends a fancy dress soiree. In the course of the evening she is apprised that her child is dead. Rushing home she finds she has not only lost her child but her husband, who leaves the house in a fit of despondency. Both, however, are driven by the same impulse to the grave of the baby, where they are reunited. Length, 974 feet.

RELEASED DECEMBER 9, 1909.

## THE REDMAN'S VIEW

A STORY OF THE AMERICAN ABORIGINES.

The subject of the red man's persecution has been so often the theme of story that it would appear an extreme exposition of egotism to say that this production is unique and novel, but such is the case, for there was never before presented a more beautiful depiction of trials of the early Indians than this. It shows how the poor redskin was made to trek from place to place by the march of progress which was ever forging its way into the West. The white men, coming on a tribe of Kiowa Indians, force them to move on and keep the sweetheart of one of the young braves, who is the old chief's son, to act as a slavey. The young man recognizing his duty towards his father, leaves his sweetheart. The poor redskins are driven from place to place, until at last the old chief dies and, chanting the song of death, they prepare his bier. It is erected on stakes covered with moss and foliage. On this he is laid, with his head towards the East, a fire to light his way and food that he may not hunger. The young man's duty fulfilled, he hastens back for his sweetheart, whom he rescues. We last see the couple bowed before the bier of the old chief. The scenic and poetic beauty of the subject has never been excelled. Length, 971 feet.

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# BIOGRAPH FILMS

TRADE MARK TRADE MARK

**Released December 13th, 1909**

## A CORNER IN WHEAT

### The story of the wheat in symbolism

This is possibly the most stirring and artistic subject yet produced by the Biograph. It starts with an animated portrayal of Millet's masterpiece "The Sowers," which shows the genesis of the greatest factor in financial circles The Wheat King succeeds in cornering the entire commodity, after a fierce fight in the pit. The price soars, bread becomes a luxury almost out of reach of the poor, the bread fund is cut down so that the unfortunates of the "bread line" are forced to go hungry, and for what? Just to satisfy the ambition of a gambler. However, this crime has cried to Heaven for vengeance, for while showing some of his friends through the elevators that contain his wheat, he falls into one of the bins and is buried. Length, 953 feet.

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**Released December 16th, 1909**

## IN A HEMPEN BAG

This is a short subject of unique construction containing quite a few thrills. A cat is put into a bag to be drowned. The children release the cat, and the discharged maid, to get even with her former employer, not knowing the bag's destination, hides the infant child in it. The bag is carried off by the deaf gardener towards the river, and is overtaken just in time. Length, 455 feet.

## THE TEST

Hubby is starting off on a business trip, and wifey sets a trap to test his sincerity. She extracts from his card case her photo. He writes that he is lonesome for her, but has her picture ever before him. She writes back in harsh terms what she thinks of him, and he would have been lost had he not wired his mother to send to him a duplicate photo she had. Hence hubby wriggles out of an awkward position. Length, 545 feet.

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*All kinds of References furnished*

# BIOGRAPH FILMS

Trade Mark — Trade Mark

RELEASED DECEMBER 27, 1909

## TO SAVE HER SOUL

THE ROMANCE OF THE LITTLE CHOIR SINGER

This Biograph subject vividly portrays the lure of the Bohemian life. The little singer is in the organ loft of the little village church practicing her music, and her marvelous though untrained voice attracts the attention of the manager of a prominent music hall, who offers her an opportunity to shine. Despite the pleadings of the young curate, who really loves her, she goes, and is soon introduced into a new and dazzling circle. Her debut results in a triumph, and the curate, reading of it in the papers, decides to go and see her. Here he finds that her fate will be that of the oft-told story, and resolves to save her. He finds her after the performance attending a banquet given in her honor, and would have killed her that her soul might remain pure. She awakens to the horror of her condition and consents to return with him to the little village where all is honesty and peace. Length, 986 feet.

RELEASED DECEMBER 30, 1909

## THE DAY AFTER

SEEING THE OLD YEAR OUT

The first day of the year is the day of resolutions, and almost everybody gives free rein to their habits until the stroke of twelve, when the new leaf is turned over. The awful remorse of the next morning makes us more determined to keep the resolve. Mr. and Mrs. Hilton celebrate seeing the old year out in a time-honored custom. Hilton is guilty of little indiscretions induced by the punch-bowl, and the next morning he is afraid to meet his wife; but when she confesses that she had imbibed too deeply of the punch to notice anything, it is then his turn to play "Mr. Dignity." Length, 460 feet.

## CHOOSING A HUSBAND

Four jolly bachelors are each unknown to the other in love with Gladys, and she is unable to decide, as they are all rather attractive, so she tells each one she will give him an answer on the morrow. On the morrow she decides to test their sincerity and sets a trap. Her pretty sister receives them, while Gladys in hiding watches. Each falls a victim to little sister's artlessness, and is dismissed. In their room each confides the cause of his dejection and they indignantly revisit Gladys, only to find that her old sweetheart Harry has returned from abroad and won out. Length, 531 feet.

**A Full Description of these Subjects will be Found on Another Page**

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J. S. SPEER, Manager

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# BIOGRAPH FILMS

TRADE MARK TRADE MARK

RELEASED JANUARY 10, 1910

## Her Terrible Ordeal

WHERE ABSENT-MINDEDNESS PROVES A BLESSING

In this Biograph subject a fatality is averted through forgetfulness. Mr. Curtis is about to leave on a business trip, and leaves his office in charge of his son and the young typist, whom Jack loves. Curtis, on leaving, drops his wallet on the floor and Jack hastens to return it. While Jack is away, a tramp enters, and forcing the girl into the vault, steals her purse. On Jack's return he hears the knocking on the inside of the safe. He is powerless, as he doesn't know the combination. Out he rushes in hopes of overtaking his father, only to find the train gone. Curtis, however, is not on the train, as he had forgotten important papers and returned to the office to procure them. This was the means of saving the girl from suffocation.

LENGTH, 952 FEET

RELEASED JANUARY 13, 1910

## All on Account of the Milk

A BIOGRAPH COMEDY OF A MODERN "HERO AND LEANDER"

Here we present a romance in which Cupid takes the part of the milkman. The young contractor, to better inspect the work on a building, attires himself in overalls. At lunchtime he expresses a desire for milk. His foreman tells him where he can get it. At the farmhouse the maid has been taken ill, and the young lady of the house essays to do her work. The young man, of course, thinks her the maid, while she thinks him a laborer. This does not prevent their falling in love with each other. He gets the milk habit, always going for it attired as a laborer, while she also keeps up the deception, each afraid if the other knew their identity it would frighten him or her off. The affair is finally straightened out and everybody is happy.

LENGTH, 989 FEET

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# BIOGRAPH FILMS

TRADE MARK TRADE MARK

RELEASED JANUARY 31, 1910

## The Cloister's Touch

A BIOGRAPH STORY OF RELIGION'S SOLACE

In the olden days the common man was his feudal lord's slave, and had no redress to the many outrages imposed. The Duke in this subject forcibly takes the beautiful wife of a peasant to court where he makes a lady of her. She grieves for her child and the Duke, who really loves her, takes her back to her home, only to find her husband and child gone, he having accepted the refuge of the monks, taking the child with him. The poor wife becomes ill with her longing for her child and the surcease comes with death. The Duke realizing he has caused it all, determines to spend the rest of his life in penance. With this in view he enters the monastery, where he is brought face to face with the outraged husband. The husband is at first inclined to leap at the Duke's throat, but under the shadow of the cross he breathes those words of Christian charity, "Forgive us our trespasses, as we forgove those who trespass against us."

APPROXIMATE LENGTH, 993 FEET.

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RELEASED FEBRUARY 3, 1910

## The Woman from Mellon's

A STORY OF LOVE'S STRATAGEM

In this Biograph comedy is shown that love will always find a way, and the method adopted here is most unique. A young stock broker is in love with a financier's daughter, and being a prosperous and energetic young fellow, father gives consent. However, the youth is hard hit by the panic, and the father repells him. He gets a position with a detective agency, the chief being a friend. Going to the girl to tell her of his new position, he is surprised by papa, who, thinking they are planning an elopement, writes to the Detective Bureau to send a woman to guard his daughter against eloping. The young fellow persuades the chief to let him cover the job. Dressed as a woman he makes a stunning appearance and gets the good graces of the father who gives him valuable stock tips which enable him to recoup his fortune. Again prosperous, he elopes with the girl and none too soon, for papa is suggesting the same thing.

APPROXIMATE LENGTH, 988 FEET.

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**LATEST SONG SETS**

The Spot That My Heart Calls Home.
The Flower of Singapore.
Kitty Grey.
The Wreck of the Good Ship Love.
In The City Where Nobody Cares.
I Rather Say Hello Than Say Good Bye.
I Love My Steady, But I'm Crazy About My Once In Awhile.
Candy.
I Have Got Something In My Eye.
Kitty.
Chasing The Eagle.
If I Thought You Wouldn't Tell.
Anywhere.
I've Got Rings On My Fingers And Bells On My Toes.
Amina.

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# NEW SLIDES

For the Following Songs—JUST OUT

Her Name is Mary Donohue
Busy Little Cupid
When the Daisies Bloom.
Shaky Eyes.
Mandy How Do You Do.
Margarita.
Love Me Dreamy Eyes.
Nora Malone.
By the Light of the Silvery Moon.
There's Nothing Else in Life Like Love, Love, Love.
Take Me Back to Sunshine Land.
Mary you're a Big Girl Now.
My Dream of Long Ago.
When I Fell in Love With You.
Rosenbaum.
When You've Won the Only Girl You Love.
Just a Girl Like You.
In the Harbor of Sunshine and Love.
You'll Come Back.
Put On Your Old Grey Bonnet.
Heinz.

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**Lock Box 591 New Kensington, Pa.**

# BIOGRAPH FILMS

Trade Mark Trade Mark

RELEASED FEBRUARY 14, 1910

## One Night, and Then

A SOUL LIFTED FROM THE SLOUGH OF INDIFFERENCE

This is positively the most intense dramatic subject yet produced by Biograph. It presents a strong moral in the all too ready inclination to calumny. Henry Ravol has gained the reputation of being a man devoid of sympathy, simply using his enormous wealth to gratify his longing for the false pleasures of life. Burned up by the fires of dissipation, he is told that he has but a few days to live. He decides to anticipate by self-destruction, but in a manner to deceive his fawning friends. Hence, to carry out his plan, in disguise he goes to a poor neighborhood and there gets a chance to bestow charity. Not having any money about him, he goes back to his home and is shot as a burglar while securing it. He is recognized, and to the doctor who is called he gives the money, telling him he can do nothing for him, but to go and relieve the wants of the poor family. Despite this, the morning papers in noting his death print a reviling article.

APPROXIMATE LENGTH, 992 FEET

RELEASED FEBRUARY 17, 1910

## The Englishman and the Girl

HE LAUGHS BEST WHO LAUGHS LAST

In this Biograph subject is presented a comedy bordering on the burlesque. The Village Amateur Dramatic Club is rehearsing for a performance of "Pocahontas," when word is received that an Englishman is about to visit the family of the leading lady. The Englishman seems to have an impression that Indians may be seen running wild through the streets of the American cities, and the young folks plan to strengthen this impression. When he arrives they dress up in their Indian costumes with a view to frightening him. He, however, is made of stouter stuff than they imagine and turns the tables on them. His bravery makes as great an impression on the lady as her artlessness does on him, and there is an attitude prognosticating wedding bells in the near future at the end of the film.

APPROXIMATE LENGTH, 975 FEET

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## SLIDES of Highest Quality

LATEST SONG SETS

I Didn't Mean to Make You Cry.
Every Girl I Get the Other Fellow Steals.
Betsy Ross.
Kitty Gray.
The Flower of Singapore.
The Spot that My Heart Calls Home.
The Wreck of the Good Ship Love.
In The City Where Nobody Cares.
I Rather Say Hello Than Say Good Bye.
I Love My Steady But I'm Crazy About My Once In Awhile.
Candy
I Have Got Something In My Eye.
Kitty.
Chasing The Eagle.

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## NEW SLIDES

**For the Following Songs—JUST OUT**

Sunbeam.
Tie Your Little Bull Outside.
The Girl Behind the Counter is the Girl For Me.
The Moonlight, the Rose and You.
Her Name is Mary Donohue.
Busy Little Cupid.
When the Daisies Bloom.
Shaky Eyes.
Mandy How Do You Do.
Margarita.
Love Me Dreamy Eyes.
Nora Malone.
By the Light of the Silvery Moon.
There's Nothing Else in Life Like Love, Love, Love.
Take Me Back to Sunshine Land.
Mary you're a Big Girl Now.
My Dream of Long Ago.
When I Fell in Love With You.
Rosenbaum.
When You've Won the Only Girl You Love.

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# BIOGRAPH FILMS

TRADE MARK TRADE MARK

RELEASED FEBRUARY 28, 1910.

## THE FINAL SETTLEMENT

A STORY OF A WOODSMAN'S LOVE AND WEAKNESS.

In this Biograph subject the awful result of drink is graphically shown. Two woodsmen, chums since boyhood, are in love with the same girl. Both are men of good character, and while Ruth cares for both as friends, her love is for Jim. John realizes her preference and withdraws. Jim, however, becomes addicted to drink and Ruth dismisses him. John now renews his suit and is successful. Jim sinks lower and becomes a renegade. Five years later the chums meet in the woods and the old enmity is revived. They quarrel and a duel is arranged. Jim, bent on robbery, breaks into a cabin, and is surprised to find it occupied by Ruth, whom he learns for the first time is married to John. As he leaves the awful thought of his meeting with John occurs to him. His love for Ruth being stronger than his thirst for revenge, and not to fight would brand him a coward, he meets John with a pistol loaded with blanks.

Approximate Length, 981 feet.

RELEASED MARCH 3, 1910.

## THE NEWLYWEDS

A COMEDY OF ERRORS CORRECTED BY CUPID.

This is one of the most amusing comedies yet produced by the Biograph. A young man, jilted by his fiance, becomes a womanhater and joins the Anti-marriage Club. In another part of the town a young lady suffers like treatment by her fiance. She becomes a manhater. They, to forget their woes, have taken a little trip, but are now seen returning by the same train, and occupy the same seat, though unknown to each other. The young man on his way to the station has run into a child laden with grocery parcels, upsetting her burden, among which is a bag of rice. In a rage she throws a handful of the spilt rice at him, several grains of which stick to his clothing and hat. The passengers see this and assume it is a bridal couple. A member of the Anti-marriage Club is aboard and telegraphs ahead that Dick is a traitor and to arrange a reception. Such a reception. It is indescribable. That isn't the worst. The mock bride is the recipient of numerous wedding presents. Well the presents are not returned and Dick becomes part owner in them.

Approximate length, 981 feet.

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# SLIDES
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**LATEST SONG SETS**

It's You Pal.
Kerryanna.
I've Got the Time, I've Got the Place, But It's Hard to Find the Girl.
All the World's in Love.
'Twas Your Pleasing Smile.
O That Mesmerizing Mendelssohn Tune.
I Love My Wife, But O Her Family.
My Love Is Greater Than the World.
I Didn't Mean to Make You Cry.
Every Girl I Get the Other Fellow Steals.
Betsy Ross.
Kitty Gray.
The Flower of Singapore.
The Spot that My Heart Calls Home.
The Wreck of the Good Ship Love.
In The City Where Nobody Cares.

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# NEW SLIDES

**For the Following Songs—JUST OUT**

Roses Remind Me of You.
Dreamy Town.
I'll Make a Ring Around Rosie.
Flippitty Flop.
Sunbeam.
Tie Your Little Bull Outside.
The Girl Behind the Counter is the Girl For Me.
The Moonlight, the Rose and You.
Her Name is Mary Donohue.
Busy Little Cupid.
When the Daisies Bloom.
Shaky Eyes.
Mandy How Do You Do.
Margarita.
Love Me Dreamy Eyes.
Nora Malone.
By the Light of the Silvery Moon.
There's Nothing Else in Life Like Love, Love, Love.
Take Me Back to Sunshine Land.
Mary you're a Big Girl Now.
My Dream of Long Ago.

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# BIOGRAPH FILMS

TRADE MARK TRADE MARK

RELEASED MARCH 7, 1910

## The Thread of Destiny

A STORY OF THE OLD SOUTHWEST

There is always a fascination in scenes of a Latin-American type, and in this Biograph subject are shown a succession of Southern Californian views that are decidedly picturesque, at the same time unfolding a most interesting story of the lands of the old Missions. The orphan girl of San Gabriel meets and is attracted by a Spanish stranger. The Spaniard later is falsely accused of cheating at cards, and would have suffered lynching had it not been for the girl's ruse, who not only saves his life but yields to his pleading and becomes his bride. The last scene shows them leaving the old mission at twilight after the old priest has made them one.

APPROXIMATE LENGTH, 977 FEET

RELEASED MARCH 10, 1910

## In Old California

A ROMANCE OF THE SPANISH DOMINION

The story told in this Biograph subject is of the early days of Southern California before and after Mexican independence was proclaimed. A young Mexican girl rejects her Spanish suitor in favor of a handsome young Mexican troubadour, only to rue it, for her husband proves to be a disreputable wretch. Twenty years later we find her in profound distress as to the future of her young son. The father's conduct being anything but exemplary, she intercedes with her former sweetheart, who is now Governor, and he takes him into his army. Here the blood of the father is evident in the son, for he is a born profligate. Still, the Governor keeps this from the mother, who dies believing her son a hero.

APPROXIMATE LENGTH, 991 FEET

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Kerryanna
I've Got the Time, I've Got the Place, But It's Hard to Find the Girl.
All the World's In Love.
'Twas Your Pleasing Smile.
O That Mesmerizing Mendelssohn Tune.
I Love My Wife, But O Her Family.
My Love Is Greater Than the World.
I Didn't Mean to Make You Cry.
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**NEW SLIDES**

**For the Following Songs—JUST OUT**

Love Will Light the Way.
When You Think There's No One Looking.
Roses Remind Me of You.
Dreamy Town.
I'll Make a Ring Around Rosie.
Flippitty Flop.
Sunbeam.
Tie Your Little Bull Outside.
The Girl Behind the Counter is the Girl For Me.
The Moonlight, the Rose and You.
Her Name is Mary Donohue.
Busy Little Cupid.
When the Daisies Bloom.
Shaky Eyes.
Mandy How Do You Do.
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Love Me Dreamy Eyes.
Nora Malone.
By the Light of the Silvery Moon.
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# BIOGRAPH FILMS

TRADE MARK — TRADE MARK

RELEASED MARCH 21, 1910.

## Faithful

**A Commendable Virtue Overdone.**

Faithfulness is without doubt the most laudable quality of the human being, but like all good things can be excessive. John Dobbs accidentally bumps into Zeke, the village roustabout. Zeke is not hurt, but John is eager to make reparation for his tumble and so takes him into a store, buys him a new suit, besides putting some money in his pocket. Zeke is quite overcome by this kindness and swears never to leave the side of John. This causes not only embarrassment, but causes him to lose his sweetheart. Zeke, however, has a chance to make good by playing the hero at the burning building in which the girl is imperiled, saving her life. The subject, besides being a laughable comedy, possesses rare scenic splendor.

APPROXIMATE LENGTH, 994 FEET.

RELEASED MARCH 24, 1910

## The Twisted Trail

**A Story of Fate in the Mountain Wilds.**

It is always that the unexpected happens, and little did Bob Gorman and little Molly Hendricks dream what Fate had planned for them. When she started for the East to school Bob, the foreman of her father's ranch, could not resist revealing his love for her. This might have occasioned his discharge, but he being a reliable man, and she to be gone for so long, the father is tolerant. A year later, however, word is received of her intended return. Bob shows that he has not changed in his feelings and a quarrel ensues, during which the father dies of heart trouble. There being no witnesses, Bob is, of course, accused of killing him, and is forced to flee to the mountains for safety. Here Fate contrives, for Molly on her way through the mountains, is beset by a couple of Indians and is in dire peril until rescued by Bob. He takes her home, feeling that it meant his death, which would have occurred had not the coroner's arrival saved his neck from the rope of the pursuing ranch hands.

APPROXIMATE LENGTH, 988 FEET.

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Love Will Light the Way.
When You Think There's No One Looking.
Roses Remind Me of You.
Dreamy Town.
I'll Make a Ring Around Rosie.
Flippitty Flop.
Sunbeam.
Tie Your Little Bull Outside.
The Girl Behind the Counter is the Girl For Me.
The Moonlight, the Rose and You.
Her Name is Mary Donohue.
Busy Little Cupid.
When the Daisies Bloom.
Shaky Eyes.
Mandy How Do You Do.
Margarita.
Love Me Dreamy Eyes.

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PITTSBURG FILM EXCHANGE

3rd Ave. PITTSBURG, PA.

# BIOGRAPH FILMS

TRADE MARK TRADE MARK

RELEASED MARCH 28th, 1910

## GOLD IS NOT ALL

A LESSON TO BLIGHT THE SEED OF DISCONTENT

No truer maxim was ever coined than that "Gold is not all." While gold has egregious power, yet it will not purchase health, happiness, immortality, nor eternal paradise. The psychological import of this Biograph subject shows the chimerical result of our struggle to possess wealth. Here we find a finely drawn parallel of the rich and the poor. The poor envying the rich, while the condition of the rich is anything but enviable. The wealthy start on the journey through life only to find the path strewn with the thorns of woe and disappointment, with an existence that is selfish and loveless; while the poor have at least that greatest of God's gifts, filial and parental love. Clouds begloom the rich household. Sunshine bathes the home of the lowly. The photography of the film is undoubtedly the most beautiful ever shown.

APPROXIMATE LENGTH, 988 FEET

RELEASED MARCH 31st, 1910

## THE SMOKER

A newly married young man finds his wife objects to his smoking, and not being able to break himself of the habit, hires a room at a farmhouse in which to enjoy the weed. His wife's suspicions are aroused by his absence at regular periods, fancying an intrigue, but upon learning the real cause, decides if he must smoke, so insatiable seems the craving, it better be at home.

APPROXIMATE LENGTH, 595 FEET

## HIS LAST DOLLAR

This is a very laughable comedy of a young man's adventure when he takes a young girl into a swell restaurant with his capital consisting of one dollar, and not only that, to have two of her friends join them. Well, the dollar only serves as a tip for the waiter, and he is forced to leave his watch and diamond pin as security for the bill. This is bad enough, but the worst comes when upon leaving the cafe the girl goes off with another fellow.

APPOXIMATE LENGTH, 397 FEET

**A Full Description of these Subjects will be Found on Another Page**

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AMONG THE EXHIBITORS—Continued.

**New York City.**—Plans have been filed with the Building Superintendent for a theater for moving pictures, to be built for George W. W. Sturges, at 223 West Forty-second street, just west of the Lyric.

**Red Bank, N. J.**—Howard Chamberlain has bought the Happy Hour Moving Picture Theater here.

**Lebanon, Pa.**—Franklin Emig has sold the Gem moving picture business to Joseph Crowl.

**Menominee, Wis.**—Gundach & Kiedaisch have opened a moving picture show called the Bijou in the National Hotel Block.

**Lyndonville, Vt.**—The Star Theater, owned by F. S. Story, is having a small stage erected for vaudeville acts.

**Wharton, Tex.**—Mrs. A. M. Hudspeth has purchased the Electric Theater from Kemper, Roddy & Bodin, who formerly operated the house.

**New Bern, N. C.**—Captan & Block have opened the Victoria Theater, a new picture house, which is located on Pollock street.

**Elizabeth, N. J.**—The new moving picture and vaudeville theater at East Jersey and Third streets has opened.

**Indianapolis, Ind.**—A permit for the proposed Columbia Theater to be erected at 15-17 West Ohio street by Lewis A. Coleman and Henry Dollman has been refused by the Building Inspector because the place does not comply with the requirements of the city building ordinance governing theaters.

**New Britain, Conn.**—George Hallaby is negotiating for the lease of a store and will open up a new motion picture theater.

**Oxford, Pa.**—Franklin Emig has sold his moving picture outfit on South Third street, to Joseph Crowl.

**Newark, N. J.**—Excavations for the new vaudeville and moving picture theater to be erected for Antonio Esposito, on Speedwell avenue, near High street, are progressing rapidly.

**Reading, Pa.**—The Palace Theater, one of the newest and most beautiful theaters erected here, has thrown open its doors to the public and is doing considerable business.

**Leominster, Mass.**—Applications have been filed for the erection of a first-class moving picture theater on Main street for C. Hillary.

**Freeport, Ill.**—R. S. Hopper, the progressive owner of the Lyric Theater, is opening a new theater in Mt. Carroll and within a few weeks will open another house in a neighboring town.

**Manhattan, Kan.**—Ralph Ritter has sold his interest in the Manhattan Airdome here to R. J. Brock and Harry Otto.

**Louisiana, Mo.**—Parks & Emerson have commenced the erection of a new airdome theater here.

**Pine Bluff, Ark.**—S. E. Wilholt is making arrangements to open a new moving picture theater here.

**Waverly, N. Y.**—F. L. Tilden is making arrangements to erect a new moving picture show on South Elmer avenue.

**Taylor, Tex.**—M. E. Atchison has purchased the moving picture show here of James A. Athas.

**Boonville, Mo.**—F. L. Hoxie has purchased the Princess Moving Picture Theater here.

**Tower, Minn.**—Fred Hiller has sold his moving picture business here to Bert Burgess and E. J. Atkins.

**Beatrice, Neb.**—C. C. Farlow and H. A. Miller are preparing to open a moving picture show here; it will be known as the Star.

**Calumet, Mich.**—Ben Gettelman has decided to make extensive improvements to the Savoy Moving Picture Theater here.

**Allentown, Pa.**—George Bennethum is making arrangements to open a new moving picture theater at 634 Hamilton street.

**Rantoul, Ill.**—Thomas Wilson has purchased the interest of Jack Funkhouser in the moving picture theater here.

**Marshalltown, Ia.**—T. A. Bryan and H. C. Winthrop are making arrangements to open a new moving picture theater here.

**Clinton, Ia.**—Harry Sodini has purchased the Clinton Family Theater.

**Hastings, Neb.**—Lyons & Walden have purchased the Gay Moving Picture Theater here.

**Newport, Ky.**—D. W. Kershaw has purchased the property at the corner of Seventh and Putnam streets, as a site for a new moving picture theater.

**Sullivan, Ind.**—M. C. Stewart will open a new moving picture theater here in the Patton building.

**Russellville, Ark.**—Butler & Howell are planning the erection of an airdome at the corner of Main street, near Shinn.

**Milwaukee, Wis.**—J. P. Obinger is preparing to open a new moving picture theater here, to be known as the American Theater Beautiful.

**Milwaukee, Wis.**—Herman Fehr and Frank Trottman are planning to erect several vaudeville and moving picture theaters here.

**New York City.**—George W. Sturges is planning to erect a new moving picture theater at 223 West Forty-second street.

**Youngstown, Ohio.**—Paul Fitch and W. J. Hanitch have purchased the Princess Theater, on South Champion street, and have taken possession.

**McComb City, Miss.**—W. L. Caston has sold the Theatorium here to Lohman & Molliere.

**St. Anne, Ill.**—Messrs. H. Ross and E. Hatch, of Manteno, are preparing to open a new moving picture show here.

**Butterfield, Minn.**—M. G. Schultz has sold his interest in the moving picture business to his partner, L. K. Stoutenburg.

# BIOGRAPH FILMS

TRADE MARK TRADE MARK

RELEASED APRIL 4th, 1910

## AS IT IS IN LIFE

**The Story of a Father's Selfish Love**

We are all prone to forget, and forgetfulness makes us unwittingly selfish. We deny in our children the very things we did ourselves. Here is a man, left, through the death of his wife, the care of his only child, a girl of twelve years. He, it is true, makes many sacrifices for her sake, declining to marry again that he may the better provide for her. It is the usual story. She grows to womanhood and falls in love. She is made to choose between her lover and her father. She makes the reasonable choice and is married. It is only after several years that the father is made to admit how selfish and narrow-minded he had been.

APPROXIMATE LENGTH, 981 FEET.

RELEASED APRIL 7th, 1910

## A RICH REVENGE

**A Comedy of the California Oil Fields**

Here is a warning to all who are of a revengeful nature, as the plans may sometimes revert to our chagrin if not disaster. The two young fellows are rivals for the hand of a pretty girl of the village, and after her marriage with the one of her choice, the other swears to be revenged. To effect this he pours chemically treated oil into the irrigation ditches of the husband's farm. This, of course, ruins the land for vegetation, but it brings the husband a fabulous sum from a speculator in oil lands, who thinks he has struck a highly productive oil field.

APPROXIMATE LENGTH, 980 FEET.

**A Full Description of these Subjects will be Found on Another Page**

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AMONG THE EXHIBITORS—Continued.

**Putman, Conn.**—The Pastime Moving Picture Theater, situated on Canal street, has again opened.

**Rochester, N. Y.**—A moving picture theater has been erected in the Banquet Hall.

**Washington, D. C.**—The Circle Amusement Company has purchased the property at 2105 Pennsylvania avenue, as a site for a new vaudeville and moving picture theater.

**Nasnviile, Tenn.**—Capt. W. D. Ament has purchased the Crescent moving picture theater here.

**Washington, D. C.**—The National Amusement Company will erect a new vaudeville theater, at the corner of Florida and T streets.

**Franklin, Neb.**—C. H. Niedermeyer and George Green are making arrangements to open a new moving picture show here.

**Elsberry, Mo.**—E. S. Clemison will open a new moving picture theater in the Ellis building.

**Easton, Pa.**—The Tuxedo Amusement Company has leased its new theater at Jersey and Main streets, to Lewis E. Evans. The Tuxedo Company have been successfully managed by the Pursel Bros., who own the building. The manager stated that a first class vaudeville performance will be given three days each week in connection with the moving picture exhibit, which will be high class.

**Archbald, Pa.**—The Unity Nickelet, on Church street, which was opened by Messrs. Robinson and Benson, has been sold to John Morrow.

**Denver, Colo.**—The Famous restaurant, at Curtis and Fifteenth streets, is to be converted into a moving picture theater. The change will be made within the next thirty days.

**South Bend, Ind.**—Robert Snoke and F. L. Heyer have purchased the Star Theater here.

**Fredonia, Kan.**—William Cunningham, proprietor of the Lyric Theater, will open an airdome with a seating capacity of 800, this Summer. Vaudeville and moving pictures will constitute the entertainment.

**York, Pa.**—Contractors are busily engaged remodeling the store room in the Geesey building, South George street, which is to be used by John Schrantz for his new moving picture theater. A metallic ceiling will be placed in the room and everything possible will be made fireproof. A handsome front is being modeled on which hundreds of electric lights will be used.

**Easton, Pa.**—A new moving picture theater is being built in Bangor and will be located on Broadway.

**Sheldon, Ia.**—Fred Benneman has purchased the Wonderland moving picture show from Mr. Goodwin.

**Grandview, Wash.**—James & McClellan have leased the Mains building here and will convert it into a moving picture theater.

**Brooklyn, N. Y.**—The Abels-Gold Realty Company will erect a moving picture theater at the corner of DeKalb avenue and Skillman street.

**Kendallville, Ind.**—A. L. Helton is making arrangements to erect a new airdome here.

**Siuth Norwalk, Conn.**—An auditorium will be built in St. Mary's School, with the object of giving a one-hour picture show every day. Some of the views will be amusing, while others will be of foreign countries and of animal life.

**Washington, D. C.**—The Circle Amusement Company are erecting a high-class moving picture theater at No. 2105 Pennsylvania avenue. The admission for the patrons will be five cents and the place will be well conducted.

**Tamaqua, Pa.**—Frank Shad has taken a lease on the Grand Theater, on Market street, and will operate it as a first-class moving picture and vaudeville house.

**Cincinnati, Ohio.**—The Buckeye Film and Projecting Company; capital, $10,000.

**Oconomowoc, Wis.**—J. T. Bartlett is making arrangements to open a new vaudeville and moving picture theater here.
Company has been incorporated with a capital stock of $3,000. The incorporators are Wm. J. Burton, Emil Zinsmeyer and T. E. Hennesy.

**Lincoln, Ill.**—Steve Bennis has sold the Lyric picture theater here to C. O. Bower.

**Baltimore, Md.**—Plans are being prepared by A. Lowther Forrest for a moving picture theater to be erected on the lots at 206 to 208 Park avenue and 210 West Lexington street for C. E. Whitehurst. The new theater will have a seating capacity of 1,400. The main entrance will be on Lexington street, with another entrance on Park avenue and an exit on Clay street. The improvement will cost about $10,000.

**Baltimore, Md.**—A permit has been granted to Eugene Cook to build a moving picture theater and amusement place on the south side of North avenue, near Charles street, which will cost about $12,000.

**Lawrence, Mass.**—The managers of the Nickel and Premier theaters of this city have drafted plans for the remodeling and enlarging of the Nickel Theater on Lawrence street. When the changes are completed it will make the Nickel one of the handsomest and most up-to-date moving picture theaters in that section, with a seating capacity of 2,000.

**Philadelphia.**—Herman L. Gercke is taking estimates for a vaudeville and moving picture theater here.

**West Chicago, Ill.**—Mr. Kelly is making arrangements to open a new moving picture theater here.

**Anamosa, Ia.**—H. W. Lohrman is making arrangements to open a new moving picture theater here.

**Lemmon, S. Dak.**—Auto Lang is making arrangements to open a new moving picture theater here.

# BIOGRAPH FILMS

TRADE MARK TRADE MARK

**RELEASED APRIL 11th, 1910**

## A Romance of the Western Hills

Civilization as it Appealed to the Indian Maiden.

Indian subjects are always attractive inasmuch as they give an opportunity for outdoor photography, and this Biograph subject, while being a story of exceptional interest, comprises a series of most wonderfully beautiful views in the mountains of Southern California. The moral presented shows the bitter hopelessness of the redman. An Indian maiden is adopted by tourists, and is being educated by them when she meets the young nephew of her benefactor. She is led to believe that the young man loves her, only to find herself forgotten for one of his own race. Her appeal to her benefactor meets with repulsion. In fact, it is assumed that she is presuming. She now finds civilization a gift not yet perfect, and so goes back to her own people.

APPROXIMATE LENGTH, 980 FEET.

**RELEASED APRIL 14th, 1910**

## THE KID

He Unwittingly Plays Cupid.

In this Biograph Comedy is shown how the pranks of a mischievous youngster may result in good. The Kid is the son of a widower and, while playing cowboy near his home, he espies a young lady climbing to the top of a windmill tower, from which to view the surrounding country. An idea strikes him. He will remove the ladder and so hold the fair maid a prisoner on the tower. From this position she is rescued by the father, and an acquaintance formed which ripens—— Oh, well! The Kid's trick has gained for him a new mamma.

APPROXIMATE LENGTH, 981 FEET.

**A Full Description of these Subjects will be Found on Another Page**

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**Milwaukee, Wis.**—Architect Hengels is drawing plans for a new moving picture theater for Steve Sulewski, at Wright and Fratney streets.

**Sterling, Ill.**—T. F. Whalen has leased the Gem Moving Picture Theater here.

**Corydon, Ia.**—E. & M. Knell are arranging to open a new moving picture theater here.

**Cleveland, Ohio.**—Michell H. Marks is contemplating the erection of a new vaudeville theater here.

**Macon, Ga.**—E. E. Adams is considering the erection of a new moving picture theater here.

**New Castle, Ind.**—Harry Wisor, Burt Whiteley, C. R. Andrews and others are planning the erection of a new vaudeville and moving picture theater here.

**Brownsville, Tex.**—A. Dittman will erect a new theater here in the near future.

**Salt Lake City, Utah.**—J. J. Snell will erect a new moving picture theater at 222 South State street.

**Lexington, Ky.**—Stanley A. Pratt has leased the Princess Theater, on Main street, and has taken possession.

**Upper Sandusky, Ohio.**—Alex. Merchand is preparing to open a new moving picture theater in Ashland.

**Hamilton, Ohio.**—B. F. Malan, of Cincinnati, has purchased the Queen Theater, at Front and High streets.

**Colorado City, Col.**—J. J. Piatt is preparing to open a new moving picture show at 507 Colorado avenue.

**York, Pa.**—Mr. Schrantz is making arrangements to open a new moving picture theater in the Geesey Building, to be known as the Scenic.

**Hamilton, Ohio.**—William Wiles has sold the Queen Theater to B. F. Molan.

**Buffalo, N. Y.**—Charles Farrell will erect a new moving picture theater at the corner of Clinton and Pulaski streets.

### NEW INCORPORATIONS.

**New York City.**—Levitt & Mitchel Amusement Company; capital, $10,000. Incorporators: Victor D. Levitt and Hans Bienecke.

**New York City.**—National Moving Picture Company; capital, $25,000. Incorporators: C. J. Gorman and E. W. Helly.

**St. Louis, Mo.**—Webster Groves Amusement Company; capital $3,000. Incorporators William J. Burton, Emil Linsmeyer and T. E. Hennessy.

**New York City.**—Dramagraph Company of America; capital, $30,000. Directors: Samuel H. Shaw, Henry L. Von Steuben and John M. Pendleton.

**New York City.**—Phoenix Amusment Company; capital, $5,000. Directors: Lewin Seelig, Joseph Carr and Lewis Rosenblush.

**Bronx, N. Y.**—Cowan's, Ltd.; capital, $5,000. Directors: Walter H. Thacher, C. A. Weldon and A. J. Greit.

**New York City.**—Marvel Amusement Company; capital, $25,000. Directors: Abraham Kauffman, Sidney W. Leimer and Howard T. Cole.


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# BIOGRAPH FILMS

TRADE MARK TRADE MARK

RELEASED MAY 2, 1910

## THE GOLD SEEKERS

A STORY OF THE CALIFORNIA GOLD FIELDS

In this Biograph subject there is an intense thrill from beginning to end, together with a sympathetic touch seldom found in stories of this nature. The young miner, with his wife and little boy, is seeking his fortune in the hills of California. He eventually strikes it rich, but is almost cheated out of his claim by a couple of scoundrels, who have seen him stake the claim, and try to reach the agent before the miner's wife, who, accompanied by the boy, goes to file it. Their purpose, however, is thwarted by the boy.

APPROXIMATE LENGTH, 976 FEET

RELEASED MAY 5, 1910

## THE UNCHANGING SEA

Suggested by Charles Kingsley's Poem, "The Three Fishers."

There is perhaps no work from the pen of the eminent English clergyman and poet, Charles Kingsley, better known than his tragic poem, "The Three Fishers." It so tersely illustrates the lot of the honest fisherfolk. While this Biograph subject was suggested by the poem it uses it simply as a preamble or introduction to a story of sympathetic interest. The scenic beauty of the subject is exceptional, being taken at a fishing village of Southern California.

APPROXIMATE LENGTH, 952 FEET

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## Among the Exhibitors

**Forest Grove, Ore.**—J. W. Hoffman will erect a new moving picture theater on the property on the west side of Canal street.

**Eugene, Ore.**—A new moving picture theater is being erected here for Mrs. M. E. Watson.

**Tampa, Fla.**—A new moving picture theater, the Bonita, will be erected at 710 Franklin street and will have a seating capacity of 300.

**San Antonio, Tex.**—J. W. Jackson has leased the Grand Opera House here and will convert it into a first class moving picture show.

**Duluth, Wis.**—The Princess Theater here has been purchased by George C. Wiley and will be under the management of Fred Howe.

**St. Louis, Mo.**—The latest moving picture theater to be built here will be erected on the site of the former Episcopal Church, on the west side of Hamilton avenue, near Plymouth avenue, and will be known as the New Hamilton, with a seating capacity of 700. The Monroe Amusement Company, who are the proprietors, have spent $30,000 to make this amusement house one of the most comfortable in of theaters in St. Louis.

**Providence, R. I.**—A new picture theater is being erected on Thames street.

**Stamford, Conn.**—The Imperial Moving Picture Theater here has been closed for the Summer months.

**Hamburg, N. Y.**—The Abbott Building is being converted into a high class picture house.

**Bridgewater, Mass.**—Fred Waite will open a new moving picture theater here soon.

**Washington, D. C.**—Arrangements have been filed for the erection of a number of theaters here.

**Newark, N. J.**—A new moving picture theater is being erected at 100 and 102 Springfield avenue for William E. Lehman.

**New York City.**—Plans have been filed for the erection of a new moving picture theater, on McCambs lane, between 153d and 154th streets, for S. Levin.

**Oklahoma City, Okla.**—E. H. Hullsey has purchased the Gem, at 117 North Broadway; the Orpheum, at 220 West Main street, and the Olympic moving picture theaters, at 112 West Main street.

**Shickshinny, Pa.**—Mr. Buckley has sold the Lyric Moving Picture Theater here to Rule Brothers, of Wanamie.

**Brooklyn, N. Y.**—Cyrus Gale will erect a new nickel theater on Flatbush avenue, near Fulton street.

**St. Louis, Mo.**—The Monroe Amusement Company is planning the erection of a new moving picture theater on Hamilton avenue.

**Vinita, Okla.**—Jack McCurry and Ed Hawkins have purchased the Vaudette Moving Picture Theater here.

**Elkhart, Ind.**—Jacob Winer is making arrangements to open a new moving picture theater here

**Ottawa, Ill.**—S. R. Allison has opened a new moving picture theater at 217 West Main street.

**Washington, D. C.**—Roland Wallace is preparing the plans and specifications for the erection of a new moving picture theater at 918 Ninth street.

**Marseilles, Ill.**—Lettsome Brothers are making arrangements to open a new moving picture theater in the Grundage Building.

**Kansas City, Mo.**—Henry J. Grossman has purchased the People's Theater here.

**Dolegville, N. Y.**—Dibble & Slocums have opened a new moving picture theater here.

**Milwaukee, Wis.**—Architect H. C. Hengels has completed the plans and specifications for the erection of a new moving picture theater, at Wright and Fratney streets, for Steve Surlewski.

**Rock Port, Mo.**—E. E. Douglas has opened a new moving picture theater here.

**Kansas City, Mo.**—The Kansas City Airdome Company has commenced the erection of a new moving picture show here.

**Dodgeville, Wis.**—W. T. Hickley has disposed of his interest in the Crystal Theater here to Prof. D. M. Jones.

**Schenectady, N. Y.**—Walter Gumble, of New York City, has purchased the Dorp Theater here.


**Moving Picture Piano Players**

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**GARDEN CITY MUSIC CO.**

**724 W. 17th St, Chicago, Ills.**

# BIOGRAPH FILMS

TRADE MARK TRADE MARK

RELEASED MAY 9, 1910.

## LOVE AMONG THE ROSES

A BEAUTIFUL MOTION PICTURE FANTASIA.

The story of this Biograph production runs along rather novel lines. It shows in symbolism the powerful influence of love. The characters are more mythical than real, and the scenes are laid in a land of romance. The great lady of the land falls in love with the lowly gardener, while the great lord loves an humble but pretty lace-maker. The scenic beauty of the subject has never been equalled, being a series of wonderfully beautiful floral bowers.

APPROXIMATE LENGTH, 983 FEET.

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RELEASED MAY 12, 1910.

## THE TWO BROTHERS

IN THE DAYS OF THE PADRES.

This subject is undoubtedly one of the most pretentious ever undertaken. It is convincing and thrilling throughout its entire length, comprising as it does an interesting story, magnificent scenery and most daring feats of horsemanship. It tells the story of two brothers in the Spanish Dominion, one a noble, upright fellow, while the other is a profligate. The disreputable boy, however, is reclaimed by the love of a little Spanish girl. The production was made at San Juan Capistrano, California.

APPROXIMATE LENGTH, 993 FEET.

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# BIOGRAPH FILMS

TRADE MARK TRADE MARK

RELEASED MAY 23, 1910

## RAMONA

Adapted from the Novel of Helen Jackson.

There are few American novels better known than "Ramona." Intensely thrilling without sensationalism, it most graphically illustrates the white man's injustice to the Indian. By arrangement with Little, Brown & Co., the publishers, the Biograph has adapted it to motion pictures. Making a trip to Camulos, Ventura County, Cal., the production was made at identical locations wherein Mrs. Jackson placed her characters. The house in which Ramona lived, with its vine-clad verandas and inner courts; the little chapel and the bells from old Spain are all as Mrs. Jackson saw them, producing the effect of absolute authenticity that is unprecedented.

APPROXIMATE LENGTH, 995 FEET.

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RELEASED MAY 26, 1910

## A KNOT IN THE PLOT

There is Many a Slip——

In this Biograph comedy a lesson is shown—"Don't be too sure." The dandy of the camp vowed he'd win the heart and hand of the belle. Things looked easy for him at first, but an impetuous Mexican cuts him out. As the course of true love ne'er runs smooth, they have a little tiff and the boys all think it is the dandy who has spurned the belle, and so seek him out to compel him to marry the girl. Of course, the dandy would have been pleased to do so, but the Mexican, having relented, marries her, so this prevents the boys carrying out their design.

APPROXIMATE LENGTH, 980 FEET.

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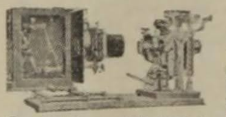

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# BIOGRAPH FILMS

TRADE MARK TRADE MARK

RELEASED MAY 30th, 1910

## The Impalement

### A Victim of His Own Indifference

In this Biograph story is shown the awful result of a man's indifference towards a patient dutiful wife. He is drawn from home by the fascinating social whirl, and to b·eak him away the wife threatens to commit suicide. This threat he ridicules, but the thought preys on his mind so that when he returns home he finds her in a swoon. In his excited condition he thinks her dead, and he has caused it. Under this delusion he becomes a veritable maniac and falls, struck down by the relentless avenger of injured virtue.

APPROXIMATE LENGTH, 987 FEET

RELEASED JUNE 2d, 1910

## In the Season of Buds

### A Pastoral Comedy Drama

Henry and Steve are chums, but when little Mabel arrives on the farm they become rivals. Henry is the favorite, but Mabel's inclination to tease him is taken too seriously. He imagines she means it, and that she cares for Steve, hence, loving the girl so dearly he reasons he had best leave for parts unknown, which he does. Mabel learns too late of the result of her coquetry, for she really loved the honest fellow. Some time later she accepts Steve who proves himself worthy of her.

APPROXIMATE LENGTH, 990 FEET

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# BIOGRAPH FILMS

Trade Mark Trade Mark

RELEASED JUNE 6th, 1910

## A Child of the Ghetto

**An Innocent Victim of Fate's Cunning**

Life in the New York East Side is most vividly portrayed in this Biograph production. It tells the story of a young Jewish orphan girl who is falsely accused of theft, but is finally cleared of the injustice by a kindhearted and reasoning policeman, who reads her innocence in her honest face. In new environs she is made to forget her persecutions and her life becomes brighter. The scenes in the congested East Side are the most realistic ever attempted.

APPROXIMATE LENGTH, 989 FEET

RELEASED JUNE 9th, 1910

## A Victim of Jealousy

**Showing It to Be the Worst of Human Weaknesses**

This subject shows the unreasonableness of a person obsessed with this, what might be termed, disease. The young husband's irrational jealousy makes him suspicious of every attention bestowed upon his young wife, making her life as well as his own almost unendurable. There are many incidents shown to impress him what a fool he is, until finally when his wife's patience has been tried to the extreme, and she threatens to leave him, he is awakened and realizes his weakness.

APPROXIMATE LENGTH, 987 FEET

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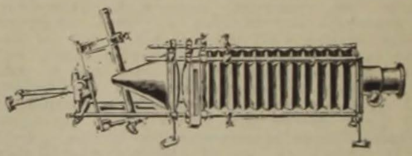

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## EDISON FILMS FOR JUNE 14 AND 17

### UNITED STATES LIFE SAVING DRILLS

Uncle Sam's vigilant and heroic patrolmen of the coast in an exceedingly interesting and instructive series of drills showing their daily routine of duty, drilling with breeches-buoy, life-boat, resuscitation practice and the various other duties that go to make up their daily life. A short film that will entertain and please any audience, and make every one wish that the subject were longer. No. 6641. To be released June 14th. Code, Virgulaire. App. length, 250 feet.

### OTHER EDISON FILMS

THE HOUSE ON THE HILL. A snappy story of adventure with splendid light and scenic effects throughout. A gang of counterfeiters, whose rendezvous is a supposedly haunted house on a lonely hillside, is accidentally stumbled upon by a young novelist and captured after a thrilling fight. A film replete with mystery and action which will hold your audience enthralled from start to finish. No. 6642. To be released June 14th. Code, Virgular. App. length, 745 feet.

A CENTRAL AMERICAN ROMANCE. Produced with the assistance of the officers and sailors of the U. S. Battleship "South Carolina." A melodrama that will quicken the pulse of every American. A young American adventurer, whose chivalrous nature brought him to imprisonment and the death sentence in a Central American town, escapes at dawn through the aid of a black-eyed senorita and leads a band of "Jack Tars" to the rescue of his fellow prisoners. Your audience will watch the escape and rescue scenes with bated breath and, when the Stars and Stripes emerge triumphantly from a bitter fight, will burst into spontaneous applause. No. 6643. To be released June 17th. Code, Virgulilla. App. length, 1000 feet.

### SPECIAL FOURTH OF JULY FILM

THE STARS AND STRIPES. (A Story of Paul Jones.) A picture that throbs with the glorious spirit of '76, of danger and heroism, liberty, patriotism and love. In it is graphically depicted the terrific battle on the high sea between the "Bon Homme Richard" and "Serapis." Realistic, thrilling, inspiring,—an indispensable Independence Day film. No. 6648. To be released July 1st. Code, Vlaggestok. App. length, 1000 feet.

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**EDISON MANUFACTURING CO.**

72 Lakeside Avenue, Orange, N. J
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## THIS WEEK'S PROGRAM OF LICENSED FILMS.

**Monday, June 20.**

Biograph—Never Again (Com.)....................590
Biograph—May and December (Com.)...........364
Lubin—The Road to Happiness (Dr.)...........600
Lubin—Poetical Jane (Com.)......................350
Pathe—Reconciliation of Foes (Dr.)............948
Selig—Opening an Oyster (Edu.)................700

**Tuesday, June 21.**

Edison—Bootle's Baby (Dr.)......................996
Gaumont—Princess and Pigeon (Dr.)............490
Gaumont—Hercules and the Big Stick (Com.)..505
Vitagraph—Little Mother at the Baby Show (Dr.)975

**Wednesday, June 22.**

Essanay—A Victim of Hate (Dr.)................988
Kalem—The Wanderers (Dr.)......................895
Pathe—Perseverance Rewarded (Com.)..........443
Pathe—Riding School in Belgium (Edu.).......535
Urban—A Child of the Squadron (Dr.).........545
Urban—An Excursion into Wales (Scenic)......430

**Thursday, June 23.**

Biograph—The Marked Time Table (Dr.).......996
Lubin—The Motion Picture Man (Com.).......955
Melies—White Doe's Lovers (Dr.)..............670
Melies—The Stranded Actor (Com.)............280
Selig—Our New Minister (Dr.)..................1000

**Friday, June 24.**

Edison—Judgment of the Mighty Deep (Dr.)...1000
Pathe—A Curious Invention (Com.)............472
Pathe—Catching Fish with Dynamite (Scenic)..459
Kalem—The Cheyenne Raiders (Dr.)............950
Vitagraph—A Family Feud (Dr.).................998

**Saturday, June 25.**

Essanay—The Foster Ranger (Dr.).............969
Gaumont—Does Nephew Get the Cash (Com.)..535
Gaumont—Lakes at Eventide (Scenic)..........405
Pathe—The Great Train Hold Up (Dr.)........950
Vitagraph—By the Faith of a Child (Dr.)......885


# BIOGRAPH FILMS

TRADE MARK TRADE MARK

RELEASED JUNE 20th, 1910

## NEVER AGAIN

A delightful little comedy of love's young dream. Two chaps love the same girl. The favored one and the girl quarrel, leaving a chance for the other suitor, which opportunity he seizes. only to repent later, for it causes him all sorts of trouble.

APPROXIMATE LENGTH, 590 FEET

## MAY and DECEMBER

A Springtime comedy showing June proposing to and acception by October—financial conditions the reason. December proposes to May and is accepted—same reason. It looks like a calendar mix-up until June meets May and then they assume their proper order of sequence. Aside from the story, the production comprises a succession of very beautiful scenes.

APPROXIMATE LENGTH, 364 FEET

RELEASED JUNE 23rd, 1910

## THE MARKED TIME-TABLE

**How Criminals are Made by Blind Maternal Love**

This Biograph production shows a powerful lesson to over-indulgent mothers, whose maternal love works a most disastrous effect on their children. The young man in our story has fallen into evil company and his scrapes are always covered by his mother, making him bold enough to go to greater lengths, until finally he commits a deed that serves him as a bitter lesson, and realizing his own worthlessness he firmly resolves to amend. The mother also appreciates how ill-advised her kindness in condoning the boy's faults was.

APPROXIMATE LENGTH, 996 FEET

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GENTLEMEN:

In reply to your favor of May the 24th, will say that you have our permission to publish our letter or any portion of it that you may wish to publish in the Moving Picture World, as your service is proving perfectly satisfactory, and as long as you continue to give us the service as it is coming now we will continue to do business together.

The two hold over films arrived early this morning. With best wishes, I remain

Yours respectfully,
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## THIS WEEK'S PROGRAM OF LICENSED FILMS.

**Monday, June 27.**

Biograph—A Child's Impulse (Dr.) ..........994
Lubin—Apache Gold (Dr.) ..........950
Pathe—Caesar In Egypt (Dr.) ..........456
Pathe—Save Us From Our Friends (Com.) ..........479
Selig—The Long Trail (Dr.) ..........1000

**Tuesday, June 28.**

Edison—The Little Fiddler (Dr.) ..........990
Gaumont—The Unlimited Train (Com.) ..........295
Gaumont—The Elder Sister (Dr.) ..........720
Vitagraph—When Old New York Was Young (Dr.).950

**Wednesday, June 29.**

Essanay—C-h-i-c-k-e-n Spells Chicken (Com.)..284
Essanay—Pat and the 400 (Com.) ..........716
Kalem—The Miner's Sacrifice (Dr.) ..........905
Pathe—Napoleon (His.) ..........916
Urban—St. Paul and the Centurion (Dr.) ..........955

**Thursday, June 30.**

Biograph—Muggsy's First Sweetheart (Dr.)...982
Lubin—Faith Lost and Won ..........960
Melies—The Ruling Passion (Dr.) ..........950
Selig—The Fire Chief's Daughter (Dr.) ..........1000

**Friday, July 1.**

Edison—The Stars and Stripes (Dr.) ..........1000
Pathe—Rebellious Betty (Com.) ..........397
Pathe—Inside the Earth ..........518
Kalem—The Colonel's Errand (Dr.) ..........935
Vitagraph—Wilson's Wife's Countenance (Com.).427
Vitagraph—Old Glory (Dr.) ..........945

**Saturday, July 2.**

Essanay—The Bad Man's Last Deed (Dr.)....1100
Gaumont—On the Threshold (Dr.) ..........635
Gaumont—Motoring Among the Cliffs and Gorges of France (Scenic) ..........315
Pathe—Max Foils the Police (Com.) ..........571
Pathe—Riding Feats by Cossacks (Ed.) ..........338
Vitagraph—Saved by the Flag (Dr.) ..........570


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TRADE MARK **BIOGRAPH** TRADE MARK

# FILMS

**RELEASED JUNE 27th, 1910**

## A CHILD'S IMPULSE

**How She Averted An Imminent Wrong**

This Biograph subject shows the powerful influence of a child's pleading. A young man of wealth and position is allured by a designing ambitious widow into proposing marriage to her. His friends, learning this, warn him against the flirt and to cure him of the infatuation suggest a stay in the country. Here he meets an artless country girl, and a higher, nobler love is the result. However the widow finds him, and is determined to bring him back to her. They meet and the old infatuation possesses him, and he returns to the city with her. This almost breaks the poor country girl's heart, but her little sister, alone, goes to him and succeeds in bringing him back to the heart-crushed girl.

**APPROXIMATE LENGTH, 994 FEET**

**RELEASED JUNE 30th, 1910**

## MUGGSY'S FIRST SWEETHEART

**True Love's Course Ran Anything But Smooth**

A delightful Biograph comedy showing the experiences of Muggsy and Mabel. After gaining her consent he calls, but, curse the luck! he sits in a chair just varnished and when he arises he leaves a portion of his clothing glued thereto. To beat it is his only recourse, and he thinks his dream of love is o'er. Not so, for Mabel writes and apologizes, asking him to call again. This time he encounters the National Uplift Committee, and thinking them burglars throws them out. When he learns their identity, he feels he is now dished for good, but he is voted a hero when they realize that the Committee had overstepped the bounds of reason in wanting to destroy many treasured articles, which they in the uplift deem sinful.

**APPROXIMATE LENGTH, 982 FEET**

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**THIS WEEK'S PROGRAM OF LICENSED FILM.**

**Monday, July 11.**

Biograph—What the Daisy Said (Dr.)..........987
Lubin—The Highbinders (Dr.)..........635
Lubin—The Almighty Dollar (Comedy)..........350
Pathe—Just for Good Luck (Comedy)..........554
Pathe—The Faithless Lover (Dramatic)..........337
Selig—The Hallroom Boys (Comedy)..........1000

**Tuesday, July 12.**

Edison—Out of the Night (Dramatic)..........950
Gaumont—A Hidden Serpent (Dramatic)..........537
Gaumont—In the Realm of the Czar (Scenic)..438
Vitagraph—Nellie's Farm (Dramatic)..........995

**Wednesday, July 13.**

Essanay—An Advertisement Answered (Com.)..
Kalem—Grandmother (Dramatic)..........985
Pathe—The Overland Coach Robbery (Scenic)...692
Pathe—Verona (Scenic)..........256
Urban—The Wicked Baron and the Page (D.)..570
Urban—The Moonlight Flitting (Com.)..........415

**Thursday, July 14.**

Biograph—A Child's Faith (Dr.)..........986
Lubin—The Adopted Daughter (Dr.)..........980
Melies—The Golden Secret (Dr.)..........950
Selig—The Sheriff (Dr.)..........730
Selig—A Hunting Story (Com.)..........270

**Friday, July 15.**

Edison—A Vacation in Havana (Com.)..........680
Edison—How Bumptious Papered the Parlor (C.)320
Pathe—A Political Discussion (Com.)..........613
Pathe—Please Take One (Com.)..........348
Kalem—Corporal Truman's War Story (Dr.)....910
Vitagraph—Her Uncle's Will (Dr.)..........995

**Saturday, July 16.**

Essanay—Trailed to the West (Dr.)..........
Gaumont—Jupiter Smitten (Com.)..........648
Gaumont—The Jolly Whirl (Com.)..........312
Pathe—A Good Loser (Dr.)..........699
Pathe—Algerian Stud (Educational)..........279
Vitagraph—A Broken Symphony (Dr.)..........993


# NEW SLIDES

**For the Following Songs—JUST OUT**

Oh! You Spearmint Kiddo, With the Wriggly Eyes.
To-night, Sweetheart, To-night.
I Want Someone to Flirt With Me.
Dreaming of You.
Love Keeps the Whole World Young.
Silver Bell.
Back to the Bleechers for Mine.
The Man in the Silvery Moon.
The Chanticleer Rag.
I Won't Be Back Till August.
I Like You.
When the Bells are Ringing Mary.
I Met My Love Mid the Roses.
Sunny Time is the Time for Me.
Moving Day in Jungle Town.
My Heart Has Learned to Love You, Now Do Not Say Good Bye.
When a College Boy Meets a College Girl.
Hang Your Hat in Detroit.

**DeWITT C. WHEELER**
**120 W. 31st St., N. Y. City**

# BIOGRAPH FILMS

TRADE MARK — TRADE MARK

**RELEASED JULY 11th, 1910**

## WHAT THE DAISY SAID

**A Time-honored Superstition Verified**

This is a pretty Biograph pastoral in which two sisters, after consulting the daisy as to whether their sweethearts loved them, meet at different times a handsome young gypsy who in telling their fortunes, plans their futures to suit himself. He induces the love of both, each unknown to the other, only to be discovered in his perfidy. After having their hearts wounded by the unconscionable Nomad, they decide to follow the daisy's prophecy and return to their former sweethearts.

**APPROXIMATE LENGTH, 987 FEET**

**RELEASED JULY 14th, 1910**

## A CHILD'S FAITH

**How the Little One's Prayer Was Answered**

In this Biograph subject is shown the efficacy of prayer. A young woman weds against her father's will and is disowned. Later the husband dies leaving her to care for their little ten year old child. In the meantime, the old father has become a veritabie miser, and to reduce his expenses moves into cheaper quarters which happens to be, quite unknown to either, just above those of his disowned daughter. Not trusting the banks, he hides his wealth in the chimney. The poor mother and child are on the verge of starvation when the child kneels and prays for help. At this moment the old man is returning his money after counting it to his chimney bank, when it falls through to the fireplace below. The child, of course, imagines it comes from Heaven in answer to her prayer. In regaining his wealth the old man is so touched by the child's faith that a reunion is effected.

**APPROXIMATE LENGTH, 986 FEET**

**EXHIBITORS: Get on our Mail List for Descriptive Circulars**

# BIOGRAPH COMPANY

**Licensee of the Motion Picture Patents Co.**

**11 EAST 14th STREET :: NEW YORK**

GEORGE KLEINE, Selling Agent for Chicago (52 State St., Chicago, Ill.).

EAGLE FILM EXCHANGE

**143 North 8th Street, PHILADELPHIA, PA.**

**Best and Newest Independent American and Foreign Films**

**SUPPLIES——18 REELS PER WEEK——SUPPLIES**

PROMPT AND RELIABLE SERVICE — Members N. I. M. P. Alliance

EAGLE FILM EXCHANGE

# SPECIAL ROLL TICKETS

**The Big Ticket. Any Printing Any Colors.**

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|---|---|---|---|---|---|
| 5,000 | $1.25 | 20,000 | $4.60 | 50,000 | $7.50 |
| 10,000 | 2.50 | 25,000 | 5.50 | 100,000 | 10.00 |

**Get the Samples** — **Stock Tickets, 6 Cents**

**NATIONAL TICKET COMPANY - - - Shamokin, Pa.**

# BIOGRAPH FILMS

TRADE MARK TRADE MARK

**Released August 15th, 1910**

## The Usurer

**"What Doth It Profit?"**

The Biograph with this subject presents one of the most powerful lessons against avarice. A cold cruel usurer amasses a fortune as a money shaver. He fattens upon his victims' misfortune, they becoming his abject slaves. But there is sure to be the day of reckoning. Entering his large vault, he stands gloating over the well-stocked deposit boxes, when the door is accidently closed on him. Fitted with a time lock, he is at its mercy until the regular hour of its automatic opening. In the morning he is found a victim of the avenging hand of Providence.

**Approximate Length, 994 Feet**

**Released August 18th, 1910**

## When We Were in Our 'Teens

A delightful comedy showing the value of diplomacy. Two rivals for a fair young girl's hand get in bad by being too candid in their criticism of her landscape painting.

**Approximate Length, 475 Feet**

## An Old Story With a New Ending

The old trick of sending abroad the name of a fair charmer on a card to accompany some commodity of merchandise is resorted to, but the denouement was not exactly as we are inclined to think it would have been if Cupid had been on the job.

**Approximate Length, 512 Feet**

**BIOGRAPH COMPANY**

**Licensee of the Motion Picture Patents Co.**

**11 EAST 14th STREET :: NEW YORK**

GEORGE KLEINE, Selling Agent for Chicago (52 State St., Chicago, Ill.).


**THIS WEEK'S PROGRAM OF LICENSED FILMS.**

**Monday, August 15.**

Biograph—The Usurer (Dr.)....................994
Lubin—The District Attorney's Triumph (Dr.)..775
Lubin—The Duck Farm..........................225
Pathe—Max Has to Change (Com.)...............476
Pathe—Back to Life After 2,000 Years (Com.)..462
Selig—Willie (Com.)..........................975

**Tuesday, August 16.**

Edison—His New Family (Dr.)..................1000
Gaumont—The Estrangement (Dr.)...............657
Gaumont—Across Russian Poland (Scenic)......338
Vitagraph—Daisies (Dr.)......................995

**Wednesday, August 17.**

Essanay—The Count that Counted (Com.)......975
Kalem—The Perversity of Fate (Dr.)..........970
Pathe—A Cheyenne Brave (Dr.)................938
Urban—The Rival Serenaders (Com.)...........57[illegible]
Urban—Paris, Viewed from the Eiffel Tower (S.).37[illegible]

**Thursday, August 18.**

Biograph—When We Were in Our 'Teens........475
Biograph—An Old Story with a New Ending....512
Lubin—Shorty at the Shore (Com.)............990
Melies—Her Winning Way (Com.)...............950
Selig—Human Hearts (Dr.)....................1000

**Friday, August 19.**

Edison—How the Squire Was Captured (Com.)..
Edison—Bumptious Takes Up Automobiling (C.)
Pathe—A Short-Lived Triumph (Com.)..........794
Pathe—The Eriks (Com.)......................197
Kalem—True to His Trust (Dr.)...............822
Kalem—Running Fire (Com.)...................175
Vitagraph—Back to Nature (Dr.)..............995

**Saturday, August 20.**

Essanay—The Dumb Half Breed's Defence (Dr.)
Gaumont—Refusing a Mansion..................581
Gaumont—Buying a Mother-in-Law (Com.)......374
Pathe—The Shepherd's Dog (Dr.)..............699
Pathe—A School in New Guinea (Scenic)......285
Vitagraph—Under the Old Apple Tree (Com.)..995


**Something Entirely New**

**H. & P. GAS GENERATOR**

Lights, moving picture machines and stereopticons at a cost of only 5c. per hour and produces as powerful a light as any gas making outfit. It will answer your purpose just as well as the calcium gas making machines that cost $1.00 per hour to run.

The H. & P. gas generator is the very latest achievement in a light for motion picture machines and stereopticons, and is the cheapest dependable gas making outfit for such purposes on the market.

It is just as good a substitute for an electric arc light as any portable light. Price, complete with special burner and reflector, **$20.00**. Will ship C.O.D. when deposit accompanies order.

**Can also be used for lighting theatres, halls, tents and other exhibition places.** Send for more particulars about it and our complete moving picture outfits. **CAPITAL MDSE. CO.**

**Temple Court Bldg. CHICAGO**



# WE ARE NOT RENTERS

but the largest Film Dealers in the World of Independent and Association Films.
We have **IMP, BISON, THANHOUSER** and other makes on hand.

*WRITE FOR COMPLETE LIST*

**UNITED STATES FILM BROKERS & IMPORTERS**

**41 Union Square West Broadway and 17th Street New York City**

# BIOGRAPH FILMS

TRADE MARK TRADE MARK

**Released August 22nd, 1910**

## THE SORROWS OF THE UNFAITHFUL

**Fickleness that Induces Woe and Disaster**

This Biograph film story shows the woe and calamity that may be induced by a fickle, whimsical woman. Mary and Bill were sweethearts from childhood until the day that Bill rescued Joe, a stranger, from the sea. Mary is at once attracted by Joe and breaks her troth with Bill. Joe, however, realizing that he owes his life to Bill, repulses Mary and would have left the place for good. Bill does not know the stranger's feeling in the matter, and wreaks a terrible vengeance only to learn too late of his supposed rival's real character and his determination. The subject comprises a series of most beautiful sea coast and fishing village scenes.

**Approximate Length, 994 Feet**

**Released August 25th, 1910**

## WILFUL PEGGY

**A Comedy of the Early Days in Ireland**

A most delightful romantic comedy of the early days in Ireland is presented in this Biograph film. It shows the true Irish traits of candor and truth. Peggy, though a peasant girl, is self-willed and afraid of no one Her spunky, pugnacious nature, which tends to emphasize her beauty, impresses the lord of the manor to the extent of proposing marriage. The marriage takes place and after a tumultuous honeymoon, he finds he is in possession of a rare jewel of womankind.

**Approximate Length, 997 Feet**

**BIOGRAPH COMPANY**

**Licensee of the Motion Picture Patents Co.**

**11 EAST 14th STREET :: NEW YORK**

GEORGE KLEINE, Selling Agent for Chicago (52 State St., Chicago, Ill.).


**THIS WEEK'S PROGRAM OF LICENSED FILMS.**

**Monday, August 22.**

Biograph—The Sorrows of the Unfaithful (Dr.).994
Lubin—Cowboy Chivalry ........................990
Pathe—A Miscalculation (Com.) ..............554
Pathe—Butter Making in Normandy (Educ.)...440
Selig—Dora Throne (Dr.) ......................900

**Tuesday, August 23.**

Edison—Love and the Law (Dr.) ............1000
Gaumont—Neighbors or Yvonne's Sacrifice (Dr.) 486
Gaumont—Four Little Tailors (Com.) ...........506
Vitagraph—The Three Cherry Pits (Dr.) .......995

**Wednesday, August 24.**

Essanay—Take Me Out to the Ball Game.......990
Kalem—The Romany Wife (Dr.) ..............980
Pathe—Troubles of a Policeman (Com.) ........810
Pathe—Scenes in Norway (Scenic) ..............154
Urban—Shipbuilding in Toulson, France (Educ.).296
Urban—Escape of the Royalists (Dr.) .........670

**Thursday, August 25.**

Biograph—Wilful Peggy (Dr.) .................997
Lubin—The Anarchists' Grip (Dr.) ...........500
Lubin—The Dream Pill (Com.) ................480
Melies—The Romance of Circle Ranch (Dr.)...950
Selig—The Indian Raiders (Dr.) ..............1000

**Friday, August 26.**

Edison—The Valet's Vindication (Dr.) .........995
Pathe—The Lover's Well (Dr.) ..................985
Kalem—The Canadian Moonshiners (Dr.) .......975
Vitagraph—The Men Haters' Club (Com.) ......985

**Saturday, August 27.**

Essanay—The Deputy's Love (Dr.) ...........
Gaumont—The Vow or Jephthah's Daughter (Dr.) 868
Gaumont—In the Pyrensees (Scenic) ...........122
Pathe—The Castaway's Return (Dr.) ...........633
Pathe—How Jack Won His Bride (Com.) .....354
Vitagraph—Rose Leaves (Dr.) .................995


**Something Entirely New**

**H. & P. GAS GENERATOR**

Lights, moving picture machines and stereopticons at a cost of only 5c. per hour and produces as powerful a light as any gas making outfit. It will answer your purpose just as well as the calcium gas making machines that cost $1.00 per hour to run.

The H. & P. gas generator is the very latest achievement in a light for motion picture machines and stereopticons, and is the cheapest dependable gas making outfit for such purposes on the market.

It is just as good a substitute for an electric arc light as any portable light. Price, complete with special burner and reflector, **$20.00.** Will ship C. O. D. when deposit accompanies order. **Can also be used for lighting theatres, halls, tents and other exhibition places.** Send for more particulars about it and our complete moving picture outfits. **CAPITAL MDSE. CO.** **Temple Court Bldg. CHICAGO**

**MONEY FOR EXHIBITORS**

**Get It. It's Yours**

REWINDERS $1.25

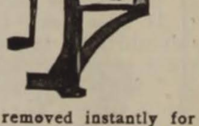
**Machine parts sold for less**

**WHY?**

**Write, Davis Manufacturing and Supply Company**

**PREBLE AVENUE - ALLEGHENY, PA.**

**Little Giant Carbon Sharpener**



**$3.50**

**Will save 25 per cent. of your carbon expense.**

New principle—two knives which can be removed instantly for sharpening.

**SPECIAL**

5/8 x 12 Pink Label Electra Carbons $4.00 per 100. Moving Picture Machines, Dissolving Stereopticons $45.00 up. Oxy-Hydro Gas. Gas Making Outfits; all Supplies and Repairs.

**ERKER'S St. Louis, Mo.**

**Drums, Traps and all Moving Picture Show Effects**

Our New Beautifully Illustrated Catalogue now ready and will be sent free to any address upon request.

**LOUIS B. MALECKI & CO.**

**272 Wabash Avenue Chicago**

# BIOGRAPH FILMS

TRADE MARK TRADE MARK

**Released August 29th, 1910**

## THE MODERN PRODIGAL

***A Story in Symbolism Showing the Egotism of Youth***

What young man is there who has not during his adolescence promised for himself a great future, and how many examples have we not of the calamitous result of this ominous self-esteem. This Biograph subject teaches a lesson to young men, who leave their homes, with the know-it-all mien to set the world ablaze with their cleverness. Compare them as the tallow candle with the arc light—bright and luminous in their own sphere, but apparently snuffed out in proximity with the arc. The young man of this story leaves his country home exclaiming as he points city ward: "There, mother, is my sphere; there will I turn the world over." It is the same with him as it was with the son of old who was glad to get back and feed even among his father's swine. There has never been a more powerful sermon than this picture.

**Approximate Length, 992 Feet**

**Released September 1st, 1910**

## THE AFFAIR OF AN EGG

A romantic country maiden writes a love message on an egg. The egg is served, and the young man before whom it is placed, seeks the writer. He finds her a spinster of uncertain age. The reason—egg has been in cold storage for more than twenty years.

**Approximate Length, 295 Feet**

## MUGGSY BECOMES A HERO

Poor Muggsy gets into trouble again but as usual comes out of it with flying colors. He is about to see Mabel home from church when the pastor asks that he accompany two spinsters who had been accosted by tramps on their way to church. Muggsy performs the office of escort, meets the tramps and though he comes out of the mixup slightly disfigured, he lays the two tramps out.

**Approximate Length, 693 Feet**

## BIOGRAPH COMPANY

**Licensee of the Motion Picture Patents Co.**

**11 EAST 14th STREET :: NEW YORK**

GEORGE KLEINE, Selling Agent for Chicago (52 State St., Chicago, Ill.).


**THIS WEEK'S PROGRAM OF LICENSED FILMS.**

**Monday, August 29.**

Biograph—The Modern Prodigal (Dr.)............992
Lubin—The Stronger Sex (Dr.)..................990
Pathe—Memento of the Past (Dr.)...............636
Pathe—Kids Will Be Kids (Com.)................361
Selig—The Emigrant ...........................995

**Tuesday, August 30.**

Edison—From Tyranny to Liberty (Dr.).........975
Gaumont—The Shepherd and the Maid (Dr.)....706
Gaumont—Ancient Castles of Austria (Scenic)...299
Vitagraph—Jean and the Calico Doll (Dr.)......970

**Wednesday, August 31.**

Essanay—You Stole My Purse (Com.)............475
Essanay—Who's Who (Com.).....................525
Kalem—A Game with Fame (Dr.).................975
Pathe—Advertising for a Wife (Com.)..........915
Urban—Buying a Beard (Com.)...................495
Urban—A Cruise in the Mediterranean (Sc.)....420

**Thursday, September 1.**

Biograph—The Affair of an Egg (Dr.)...........295
Biograph—Muggsy Becomes a Hero (Dr.)......693
Lubin—The Man Who Died (Dr.)..................990
Melies—Won in the Fifth (Dr.).................950
Selig—The Road to Richmond (Dr.)...........1000

**Friday, September 2.**

Edison—The Man Who Learned (Dr.)............990
Pathe—Saved from Ruin (Dr.)...................682
Pathe—Deer Hunting in Celebes Islands (Sc.)..302
Kalem—White Man's Money the Indian's Curse.980
Vitagraph—A Life for a Life (Dr.)..............995

**Saturday, September 3.**

Essanay—The Millionaire and the Ranch Girl...987
Gaumont—Unrequited Love (Dr.)................584
Gaumont—Calino Takes New Lodgings (Com.)..427
Pathe—Maggie Hoolihan Gets a Job (Com.)....930
Vitagraph—The Wrong Box (Com.)...............985


# Mr. Exhibitor

The house that tells the Truth!

Funny isn't it?

We are not buying a thousaud reels a week,—but we ARE buying Enough to supply Any customer that we Agree to Supply with the Best to be Had.

Why not write us to-day before you forget it.

**THE BUCKEYE FILM & PROJECTING CO.**

(THE HOUSE OF MERIT)

309-311-313-317 Arcade Building
DAYTON, OHIO



## MONEY FOR EXHIBITORS

**Get It. It's Yours**

**REWINDERS $1.25**

**Machine parts sold for less**

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PREBLE AVENUE - ALLEGHENY, PA.



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**ERKER'S St. Louis, Mo.**



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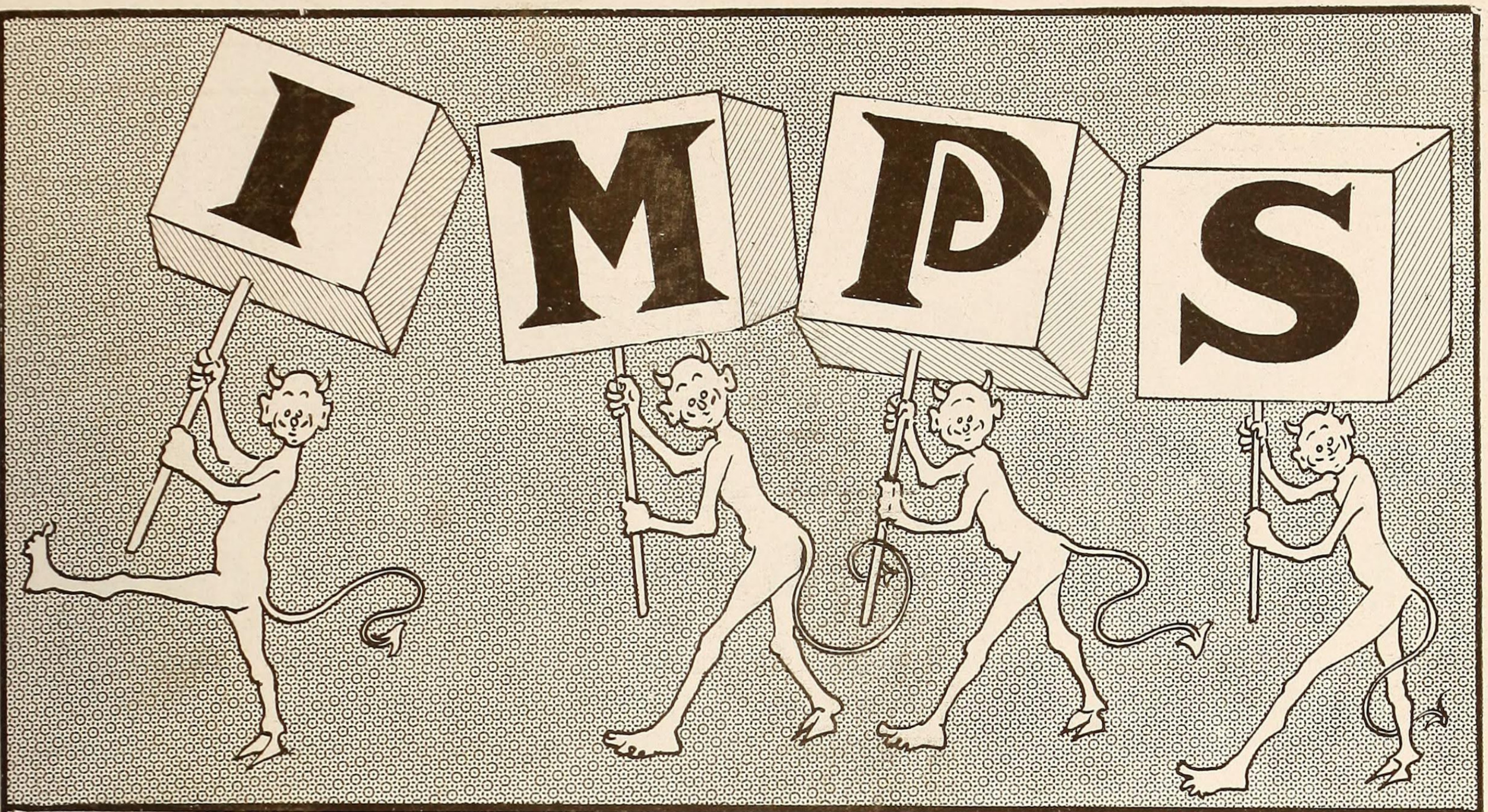
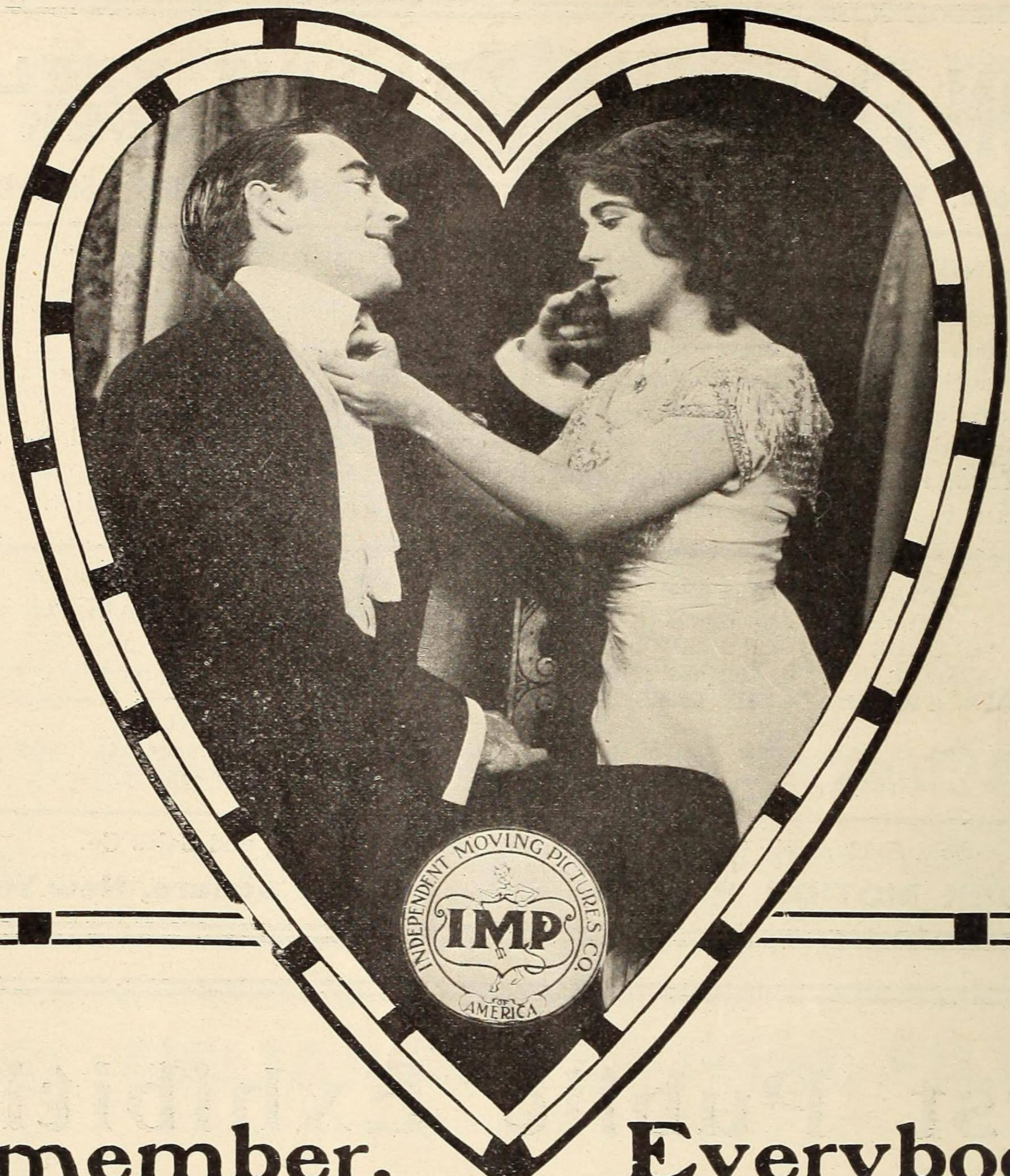
**272 Wabash Avenue Chicago**




# SHORTS ADVERTS 1911-12

HINT:—Be sure of AT LEAST THREE packed houses every week by using THREE IMPS EVERY WEEK. Picture post cards of KING BAGGOT are mighty good souvenirs to give your patrons. Ask about them.

*The Independent Moving Pictures Co. of America.*
102 *W.* 101*st St., New York. Carl Laemmle, Pres.*




*He's an "IMP."*

*She's an "IMP."*

# Remember, Everybody!

The first "Imp" film with the popular "Little Mary" as leading lady appears Monday, January 9th, and is entitled "Their First Misunderstanding." It is the first of a series of "Little Mary Imps" which you simply must have—every blessed one. The fact that the "Imp" is spending money like water to produce the best possible films does not do you an earthly bit of good unless you get "Imp" films. Get two a week or go to an exchange which will supply what you ask for! Remember!

## Three More Imps!

On Monday, Jan. 16th, we release "MELODY," one of our most excellent efforts. Make sure you receive it! Thursday, Jan. 19th, we release a split reel. The first half is "HIS FIRST PATIENT," a corking good doctor story. The second half is "THE REV. GOODLEIGH'S COURTSHIP," a howling comedy. Every subject named in this advertisement is high class and worthy of the name "Imp." If you don't get them all, start something!

INDEPENDENT MOVING PICTURES CO. IMP OF AMERICA

*Independent Moving Pictures Co. of America.*
*102 West 101st St., New York. Carl Laemmle, Pres.*
*All Imp Films Are Sold Through the Sales Co.*

Demand Two Imps Every Week

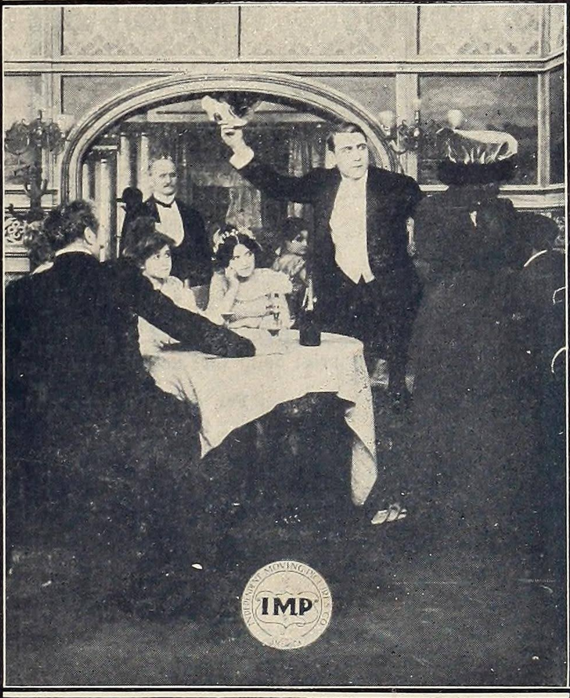
# IMP NEWS

## Here's the final scene in the splendid Imp release of Monday, January 23rd, entitled

"The Dream." It tells the story of a young husband who grows weary of his sweet little wife until he has a dream which brings him to his senses. The dream is mighty well conceived and excellently well executed. Imps are getting better and better every week. You ought to have every blessed Imp that is released. The only way to get them is to keep everlastingly at your exchange till you win out! Don't be satisfied with asking your exchange once or twice. Do it every week, the same as we keep ding-donging away at you!

## And here's one of the several thrilling scenes in our Imp release of Thursday,

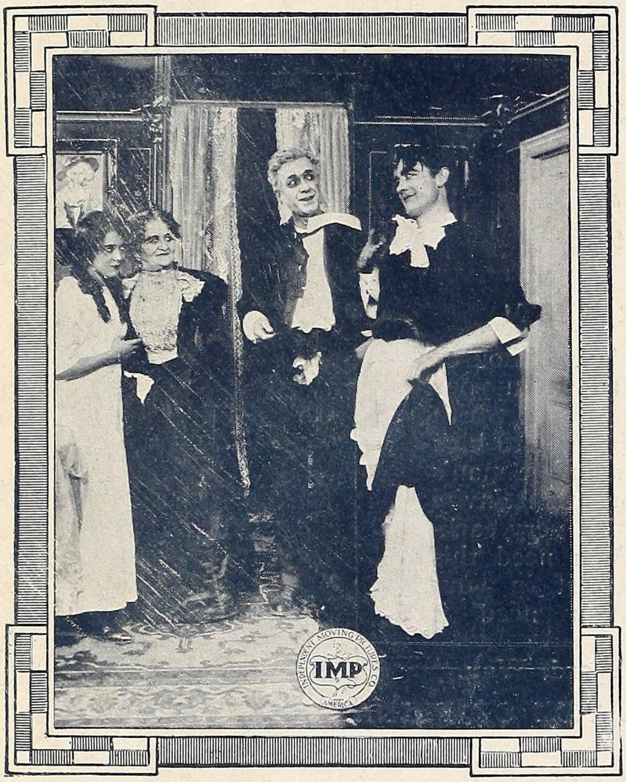
January 26th, entitled "Phone 1707 Chester." The wife unexpectedly walks into a banquet room just when her husband is drinking a toast out of a woman's slipper. This is followed by a novel situation in a Turkish bath establishment. The whole film tells a great story, points a good moral, and has a happy ending. Begin to demand it to-day. And keep it up!




*Independent Moving Pictures Co. of America*
*102 W. 101st St., New York. Carl Laemmle, Pres.*
*All "Imp" Films Sold Through the Sales Co.*

# IMPS IN CUBA!

Both "Imp" stock companies are now in Cuba producing films that will once more clinch the fact that the Imp is the most energetic and enterprising film-maker in the business. Watch for the Cuban Imps, the Florida Imps, the Mexican Imps. Meanwhile get after these next Imp releases—every week!



## By the time you reach this scene in "Maid or Man" the Imp release of Monday, Jan. 30th,

you will have laughed till your sides ache. It is a farce comedy of the best type with a series of dead funny situations, each following swiftly on the heels of the other, and winding up with a happy finish. Please make it a point to tell your exchange you want "Maid or Man." It is another of the "Little Mary" series, and you must not miss a single blessed one of these! Get busy!

## You have been begging us to produce some high class slap-stick comedy on

split reels. Very well! We give you a corking good dose of it in "The Mix-Up," released Thursday, Feb. 2nd, and "An Imaginary Elopement" on the same reel. The picture shown herewith is a climax in one of the funniest chains of silly horse-play you ever saw, and we'll guarantee it will bring down your house with roars of delight. We're giving you what you demand. Now see that you GET IT FROM YOUR EXCHANGE!

*Independent Moving Pictures Co. of America*
*102 W. 101st St., New York. Carl Laemmle, Pres.*
*All "Imp" Films Sold Through the Sales Co.*

# Imp News

A distinct and radical departure from the beaten path will be found by moving picture exhibitors in the Imp release of Monday, Feb. 6th, entitled,

## "AT THE DUKE'S COMMAND"

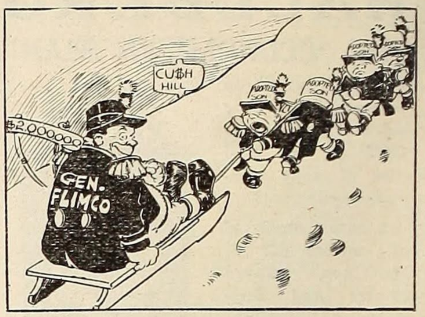
It is one of the most richly staged and elaborately costumed efforts in the history of moving pictures, and will make many new friends for your theatre. The story is laid in England in the sixteenth century. The plot is wonderfully strong with human interest, and the acting will arouse the most hardened onlooker. See that you get this and FEATURE IT BIG!

## THEN A SPLIT REEL!

On Thursday, Feb. 9th, we release a split reel containing two dandy little playlets, "The Mirror" and "When the Cat's Away." Soon after these we will release some of the Imp pictures staged in Cuba, and we will simply compel you by their merit to write to us and congratulate us over and over again. If you care to get the benefit of all the coin we are spending to produce the best films in the world, see that you GET TWO IMPS EVERY WEEK!

INDEPENDENT MOVING PICTURES CO. IMP AMERICA

*Independent Moving Pictures Co. of America*
*102 W. 101st St., New York. Carl Laemmle, Pres.*
*All "Imp" Films Sold Through the Sales Co.*




Are you one of the easy marks who are pulling on the rope while Gen. Flimco sits on his sled and grins? Are you as easy as those exchanges that he "bought" and then fined whenever he could create an excuse? Aren't you getting sick of the game? Why don't you show your independence, give independent films a real try-out and find out for yourself how much bigger your receipts will be. Whenever you're ready for good stuff, come to the biggest and best film renter—the one who will give you a cracking good program every week of the year!

CARL LAEMMLE, President

**The Laemmle Film Service**

HEADQUARTERS:
196-198 Lake Street, CHICAGO
MINNEAPOLIS OMAHA

"The biggest and best film renter in the world"

**Announcement, Advertising, Travelogue, Recitation**
**and slides for every purpose made to order**
GEO. J. GOLDTHORPE & CO.
244 West 14th Street New York

**NEW FIELD BIG MONEY EASY WORK** Why don't you think up plots for Motion Picture plays? It's easy, pays up to $50 a week for good work. Men and women. We tecah you and help sell plots. Demand unlimited. Send for particulars. ASS'D M. P. SCHOOLS, 908 Chicago Opera House Bldg., Chicago.

Make Your Old Films Look Like the First Release By Using the
**MORTIMER FILM CLEANER**
Send for Our BOOKLET.
FIDELITY BUILDING
Portland, Maine

# Now Get These Two "IMPS"

## "HER DARKEST HOUR"

**(Released Monday, Feb. 13)**

Those exhibitors who know the drawing power of "Little Mary" will be delighted to learn that she appears in almost every foot of this splendid reel! It is a story of a girl, her efforts to make a living, her troubles and her final happiness—a story so very simple, so direct and so human that it will strike a responsive chord in the heart of every man, woman and child; Make a note of the release date and begin right now to make arrangements to get "Her Darkest Hour."

## "THE CONVERT"

**(Released Thursday, Feb. 16)**

This is great! It is intensely dramatic. It deals with a young lieutenant and his sweetheart; the lieutenant is sent to the Philippines and is erroneously reported dead. His broken hearted fiancee enters a convent and takes the vows. The lover returns. And from that point onward the action will simply enthrall the most calloused moving picture "fan." Imp films are supreme in every point. See that you get them, not occasionally, but every blessed week—and twice each week.

*Independent Moving Pictures Co. of America.*
*102 W. 101st St., New York. Carl Laemmle, Pres.*
*All "Imp" Films Sold Through the Sales Co.*

Demand Two Imps Every Week

Independent Moving Pictures Co. IMP America

# IMP ANNOUNCEMENT EXTRAORDINARY

The first Two "IMP" releases filmed in Cuba, are certainly excellent moving picture productions. An innovation that will be welcomed by Independent exhibitors everywhere—and there are more to follow.

If you are not showing two "IMPS" a week you are knocking your own game. Demand two a week from your exchange—and see that you get them.

## "PICTURELAND" The First "IMP" CUBAN RELEASE

"PICTURELAND" is the title of the initial Cuban release, February 20th. If the excellency of this picture is any criterion by which to judge, the expense of sending two producing companies to a clime where exterior scenes can be filmed in the dead of winter has been justified. "PICTURELAND" is a beautiful and elaborate production, with a pretty love story told in an intensely dramatic manner, interpreted by the stars of the "IMP" Stock Company. The settings are gorgeous, and the picture has for a plot a romance of love. Be sure you get this first Cuban release.

## FILMED AMID TROPICAL SETTINGS

"ARTFUL KATE," the release of February 23rd, in which "Little Mary" appears, is a romantic little comedy of a Cuban-American love affair, in which a handsome soldier and his fiancee figure as the principals. It is a rich production, set in a background of tropical scenery, bewildering in its loveliness, the locale being tastefully selected in which to portray the action. "Little Mary" appears at her best as a Spanish beauty, handsomely gowned in habiliments of that country. It is refined comedy—such as has made the "IMP" Company famous. "ARTFUL KATE" is a film you can feature and make good.

**Independent Moving Pictures Co. of America**

Independent Moving Pictures Co. IMP America

CARL LAEMMLE, Pres.

**102 WEST 101st STREET NEW YORK**

All "IMP" Films Sold Through the Sales Co.

Demand Two Imps Every Week

"Want to congratulate you on the excellent service you have been giving me—it has certainly been fine. The Independent films are getting better all the time. We played to-night to 1,450 people in two performances—that's going some." That's what A. F. Heineman, Memorial Opera House, Valparaiso, Ind., writes. And that's what they all say! Machines are selling rapidly. Did you get a copy of my latest Supplement List? You had better write for one. Tell me how many reels of film you are using every week, how often you change, and the amount of films you are putting on to each and every change, then let me submit to you a proposition whereby we can get together, and pretty soon you'll be a well-satisfied customer of

CARL LAEMMLE, President

**The Laemmle Film Service**

HEADQUARTERS:
196-198 Lake Street, CHICAGO
MINNEAPOLIS OMAHA

"The biggest and best film renter in the world"

**Mr. Operator!**
**You Want To Make Some Extra Money**
**So Do I.**

Write Me For Particulars at Once. Give me your exact voltage, cycles, make of machine, length of throw, size of picture and make of carbons. If you have a current saver, state make—I will do the rest.

Address Department N.

**J. H. HALLBERG**
36 East 23d St., New York City

**Announcement, Advertising, Travelogue, Recitation**
and slides for every purpose made to order
GEO. J. GOLDTHORPE & CO.
244 West 14th Street New York

*A GOOD THING, LIKE A GOOD STORY, IS WORTH REPEATING.*

Demand Two Imps Every Week. Demand Two Imps Every Week. Demand Two Imps Every Week.

## "A MANLY MAN."

**(RELEASED MONDAY, FEBRUARY 27.)**

"All the world loves a lover," and a manly man appeals to all that is good in the most of us. A young civil engineer leaves his sweetheart in the States and goes to the Philippines on duty. He is loved by a Filipino maiden, who nurses him back to life and health when he is stricken with a fever and is deserted by his American comrades. Out of gratitude he marries the native girl and when his sweetheart arrives from America he chooses between love and duty and is loyal to the faithful woman who has borne him a child—a manly man of the right sort. The tropical settings are beautiful. A strong drama with heart appeal, in which "Little Mary" appears at her best in the role of the Filipino girl. By all means get this one.

## "THE DYNAMITERS."

**(RELEASED THURSDAY, MARCH 2.)**

A talking jag involves Jenkins, a clubman, in all sorts of difficulties. He becomes a labor agitator and is initiated into the secrets of a society of avengers. By lot he is chosen as the instrument to right their wrongs by the bomb route. He staggers home with the infernal machine and, sleeping off the debauch, finds himself with a dangerous mission to perform. He tries to lose the annihilator, but is unsuccessful, until an intelligent dog comes to his aid and solves the difficulty in an unique manner. Here is a comedy your patrons will surely enjoy.

## "ARMY MANEUVERS IN CUBA."

**(RELEASED THURSDAY, MARCH 2.)**

This is an elaborate picture photographing the Cuban army in holiday array in celebrating a fete-day anniversary. The native soldiery passes in review before the superior officers and heads of the administration, regiment after regiment, cavalry and artillery wheeling into line, an imposing pageant, taken at Camp Columbia. The picture is an intensely interesting one from a scenic as well as an educational standpoint. Secure the "Army Maneuvers" by applying to your exchange early. It is a picture you can feature.

Independent Moving Pictures Co. of America — IMP

*Independent Moving Pictures Co. of America*
*102 W. 101st St., N. Y. Carl Laemmle, Pres.*
*All "Imp" Films Sold Through the Sales Co.*



**EXHIBITORS, READ THIS:**

United States Post Office

JAS. McGINTY Postmaster EMMA McGINTY Assistant

DARLINGTON WIS. Jan 31 1911

Chicago Film Exchange.

Gentlemen,—

Enclosed find $20.00 for this week's rental the service is great. I never got better in my life thanks very much. The song slide service is certainly great. In fact everything could not be better. Business great.

Yours Resp'y
Chester Wright

P S Please send price list on parts for Edison "Kinetoscope" also carbons.
C. W

Now after reading, slip us your order and be happy.

**Chicago Film Exchange.**

Chicago. Omaha, Denver, Salt Lake.

**S. P. Mace, Gem Theatre, Park Rapids, Minn., Writes:—**

*"I was up against it all the time, but since I started with you my business has almost doubled and have a good hope to be a winner this time."*

These are the kind of letters I am getting day after day—week after week—month after month—for nearly five years. Here's the reason. No other concern in the film-renting business delivers films in as GOOD and CLEAN a condition as I do. None lives up to promises as I do. None are as painstaking. None as prompt. None as ready to right a wrong. In addition to all this, I am the largest buyer of films. Is it any wonder then that I am

**The biggest and best film renter in the world**

**SLIP ME A LETTER**

**CARL LAEMMLE, President**

# The Laemmle Film Service

**196-198 Lake Street, Chicago**

**OTHER OFFICES**

**Omaha, Neb. Minneapolis, Minn.**

# Mr. Exhibitor, You've Got To Use Your Power!

You haven't the slightest idea how powerful you really are! You simply cannot imagine how much pressure you can bring to bear upon any film exchange you are dealing with.

## FOR INSTANCE:

Suppose you are dealing with an exchange that does **not** give you TWO IMPS EVERY WEEK. You know in your heart that the Imp is head and shoulders above all other brands of films. You know you make more money with Imps than with any other kind. Very well, then! Instead of taking any old thing your exchange wants to hand you, why in the name of heaven don't you

## Write To Your Exchange and Demand Two IMPS Every Week

Yes, "demand" is the word! After getting half a dozen such letters from you—AND FROM SCORES OF OTHER EXHIBITORS—your exchange will be COMPELLED to give you what you are paying for! Don't forget to do your part. It is easy enough. Write today and demand TWO IMPS EVERY WEEK. Write to-morrow, next day, next day and next day till you get what you demand.

## Is There Any Reason Why You Shouldn't Have Two IMPS Every Week?

Find out! Investigate! Use your thinking apparatus! Use your power!

# "The Message in the Bottle"

(Release of March 9th) "Made in Cuba"

Take our word for it—and do as we tell you—book this picture right off—book it for at least two days—if possible for three—"nuff ced."

Message placed in bottle by shipwrecked officer and cast into the sea—his capture by Cannibals—made chief of the tribe—battle of the black hordes and the victorious return—finding of message floating in the sea by friends—wedding with Cannibal princess interrupted by arrival of rescuing party—officer mourned as dead restored to his sweetheart—departure from the island and grief of the dusky princess—thrilling story of land and sea—faithful scenic effects—with a tribe of genuine savages in cast.

# "TRACKED"

(Release of March 6th)

Another Cuban story that you cannot afford to miss. A highly fascinating and interesting picture with tropical coloring. Forger from the States is cared for by Cuban tobacco planter while ill, and betrays his benefactor by abducting his wife, leaving a forged letter for the husband compromising the wife. The magnanimous manner in which the indignant planter gives the craven coward satisfaction—the sensational chase through the canebrakes and the subsequent intervention of the detective who rights the wrong—the reconciliation of husband and wife—combine to make a strong and gripping drama with unique situations. Make a note of the date of the release on your calendar and follow this up with a letter to your exchange ordering "Tracked."

*Independent Moving Pictures Co. of America*
*102 W. 101st St., New York. Carl Laemmle, Pres.*
*All "Imp" Films Sold Through the Sales Co.*

Demand Two Imps Every Week

# Put This in Your Pipe

Demand Two Imps Every Week

There are several film exchanges which would rather drink poison than patronize the "Imp" Company. It is a matter of personal spite, envy, bitterness, jealousy, hatred. Your exchange **may** be one of those. If it is not giving you

# Two Imps Every Week

there's a nigger in the woodpile somewhere. Find out! If your exchange is not giving you TWO IMPS EVERY WEEK, do one of two things:

**(1)—Write to them every day till you get what you want. Or—**

**(2)—Try another exchange.**

# "The Secret of the Palm"

**(IMP Release of March 13.) "Made in Cuba."**

Here's a thriller—full of action—exciting from start to finish—get it for your next "IMP night" and notice results.

A Spaniard, goaded to desperation, attempts to ruin a rival on account of unrequited love.

He fastens a crime on the ranch foreman and then brings about his own death in a sensational manner by a fall from the topmost branches of a palm tree.

The wrong is righted—but—see the film.

# "The Fisher-Maid"

**(IMP Release of March 16.) "Made in Cuba."**

Mr. Exhibitor:—

Nine hundred and ninety-six feet of thrilling drama **with "Little Mary" in nearly every foot of it.** (Do your booking **right now.**)

One of the greatest fishermen's stories ever attempted.

The fisher maid, jealous of the sister of her sweetheart, drifts away to the open sea seeking to end her life in solitude.

Her lover discovers the mistake and goes to the rescue, finding her body tossed by the waves. The thrilling rescue, the resuscitation of the girl, and the subsequent reconciliation has heart gripping interest all the way through. But what's the use?

**COLD TYPE CAN NEVER BEGIN TO TELL THIS STORY—GET THE PICTURE.**

Independent Moving Pictures Co. of America, 102 West 101st Street, New York, Carl Laemmle, President. All Imp Films Are Sold Through the Sales Co. Two each week.

# It's Neither Bull-Headed Luck Nor Accident

That I am doing the MOST SUCCESSFUL film rental business of the day. No, Siree!! It's because I have gained the absolute confidence of you exhibitors. It's because my square, honest, upright dealing with you for the past five years is bearing fruit. It's because I'm "doing things" all the time—doing them for you—the exhibitor—and for the betterment of the whole moving picture industry, and lastly, it's because I have always given you your money's worth—and sometimes more. I don't want your business unless you honestly believe I deserve it. I don't want it if you are doubting my sincerity. If on the other hand you believe in me—if my word carries any weight with you—then and then only do I ask you to give me a chance to figure with you on your film service—*and on the basis of quality only.*

**CARL LAEMMLE, President**

## The Laemmle Film Service

**Headquarters:**

196-198 Lake Street, Chicago, Ill.
4th Floor, Sykes Block, Minneapolis, Minn.
1517 Farnam Street, Omaha, Nebr.

The **Biggest** and **Best** Film Renter In the World.

Demand *Two* Imps *Every* Week

## Paste This in Your Hat!

Demand *Two* Imps *Every* Week

FIRST—If you are not getting TWO IMPS EVERY WEEK, you are not getting what you pay for!

NEXT—If you are not getting ANY IMP FILMS AT ALL, you are **the easiest mark in the business!**

"Get **TWO IMPS A WEEK** or quit your exchange!"

---

# "In Old Madrid"

RELEASE OF MARCH 20

Impetuous Spanish lover finds his affection returned.

The mother establishes an espionage over the daughter.

True love finds a way and girl companion disguised assists in clever deception.

Lover carries sweetheart to rocks in roaring torrent, and consent and blessings of parents is obtained in unique manner.

A pretty love story of old Spain in which "Little Mary" appears in nearly every scene.

Gorgeous settings and splendid photography—the Imp sort.

---

# "The Penniless Prince"

RELEASE OF MARCH 23

A young German nobleman, reduced to poverty, seeks employment on Cuban tobacco ranch.

Is loved by planter's daughter, whom he repulses, and is humiliated in revenge.

Lowly sweetheart sacrifices luxuriant hair to provide him funds. Expected letter arrives announcing he has fallen heir to vast estates.

He rewards girl, who has been faithful, by announcing her as his betrothed.

Cuban scenery that has made Imp films the talk of moving picturedom.

Independent Moving Pictures Co. of America, 102 West 101st Street, New York, Carl Laemmle, President. All Imp Films Are Sold Through the Sales Co. Two each week.

# This is not an Advertisement

MR. MAN:--I'm too busy this week to write ads--too busy putting on new customers. Seems as though several dozen of you exhibitors had conspired--yes, conspired, "to try me out." All right, gentlemen, suits me to a T. The more the merrier. I confess I like this sort of surprise--I'm prepared to take--but hold on, I said this wasn't going to be an advertisement --and you know me. Slip me that letter soon.

CARL LAEMMLE,
The Biggest and Best Film Renter in the World.
President

THE LAEMMLE FILM SERVICE

P. S Don't forget that I carry in stock ready for instant delivery, Powers, Edison and Motiograph Projecting machines.

Demand Two Imps Every Week

Demand Two Imps Every Week

# For the "Steenth" Time We Say You Can't Go Wrong

By demanding as regularly as clock work **TWO IMPS EACH WEEK.** Don't let your exchange feed you any longer with promises—make it either "put up" or "shut up." And if you succeed in getting what you're paying for—then work your "Imp Day" for all it is worth.

---

## "Sweet Memories"

Release of Monday, March 27.

One of the most fascinating pictures you have yet seen. Announcement of plighted troth recalls life story of mother, who lapses into a reverie, and her past is vividly portrayed from the cradle to old age. A pretty romance is enacted with all its attendant features. The painting of the portrait—the betrothal—the dancing of the minuet—the duel—the marriage—happy motherhood—illness and death, and love and devotion of dutiful son—all combine to tell a story replete with pathos and incidents. It is a romance that appeals and your patrons will like it.

---

## "So Shall Ye Reap"

Release of Thursday, March 30.

Unnatural mother abandons her child in its infancy. It is cared for by a kind priest, its identity being unknown. Later the foundling develops into beautiful womanhood. She is loved by a worthy young man who takes her photograph. The mother is dissipating with gay companions, and discovers the picture. She finds the child. The just priest insists that the mother's identity be kept secret from the daughter. The mother is commanded to seek solace in solitude, and is led away by nuns to the seclusion of the convent to pay the penalty of her sins. A strong story with the daughter happily mated to the man of her choice, ignorant of her parentage.

Independent Moving Pictures Co. of America IMP

Independent Moving Pictures Co. of America, 102 West 101st Street, New York, Carl Laemmle, President. All Imp Films Are Sold Through the Sales Co. Two each week.

# Wake Up Mr. Licensed Exhibitor!

Don't Play Rip Van Winkle any longer. See what's doing on the independent side of the fence. Quit feeding Genl. Flimco at $2 per. Look around you. Open your eyes. Wake up, wake up! I hope you're not like the fellow who once said, "I can be convinced all right, but you bring me the man who can do it." I, Carl Laemmle, want to convince you that I can give you better films for the same money than you ever had in your life. **I mean it.** And I'm dead anxious to "show you." I have the most perfect looking system in America today. And the most perfect shipping system. The best repair department. And the only cleaning department. All this is the result of 5 years' experience — hard work—constant study how to improve. And with all these advantages to begin with I am acknowledged the heaviest buyer in the market to-day. After all this, doesn't it stand to reason that I am your man?

Yours for business,

CARL LAEMMLE.

**President,**

**The BIGGEST and BEST film renter in the World,**

## The Laemmle Film Service

**Headquarters:**
**196-198 Lake Street, Chicago, Ill.**
**4th Floor, Sykes Block, Minneapolis, Minn.**
**1517 Farnam Street, Omaha, Nebr.**

# Yes!

## All Imp Films Are Now Made on Eastman Stock

Why are more Imps sold than any other make? Why does the Imp maintain the supremacy it has enjoyed since the very first day it began making pictures? Why? Simply because Imp films bring bigger crowds into theatres than any other kind. See that you get TWO IMPS EVERY WEEK or you won't make all the profit that you can make! See that you get these next releases:—

## "The Stampede"

Released Monday, April 17th. A full reel. And every foot of it is warranted by pure merit. It tells the life story of a cattle thief, the plot hinging on a cattle stampede that is a thriller. If your exchange can't give it to you, you're in wrong!

INDEPENDENT MOVING PICTURES CO. OF AMERICA — IMP

## "Resignation" and "The Hero"

Here's a split reel released Thursday, April 20th. The first half is a sharp bit of drama; the second half is funny as the deuce. Ask your exchange now if it will have this release. Or tell us the name of your exchange and we'll inform you.

INDEPENDENT MOVING PICTURES CO. OF AMERICA — IMP

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*ALL "IMP" Films Sold Through the Sales Co.*

INDEPENDENT MOVING PICTURES CO. OF AMERICA — IMP

## Notice! Notice! Notice!

"The Scarlet Letter," released soon, will be one of the best films and biggest drawing cards ever made in the history of the business. Get your exchange to arrange an early booking for you. It will help a lot if you will write your exchange AT ONCE!

INDEPENDENT MOVING PICTURES CO. OF AMERICA — IMP

—I never had so many customers in all my moving picture career as I've got right now.

—I never had fewer complaints registered against my films and my service.

—I never sold so many machines and accessories per week as I am selling right now.

—I never saw such a healthy state of affairs as is existing among the independents right now.

—It has been a hard fight, a terrific fight, but we've made good.

—I make no appeal for your trade on the ground that I have been spending fortunes to safeguard your interests. The only ground on which I ask for your patronage is that of pure quality; the best films and the best service you ever dreamed of. If that's what you are looking for, get out your grappling hooks and clamber aboard the good ship Success, piloted by one Carl Laemmle.

**CARL LAEMMLE, President**

## The Laemmle Film Service

**Headquarters:**
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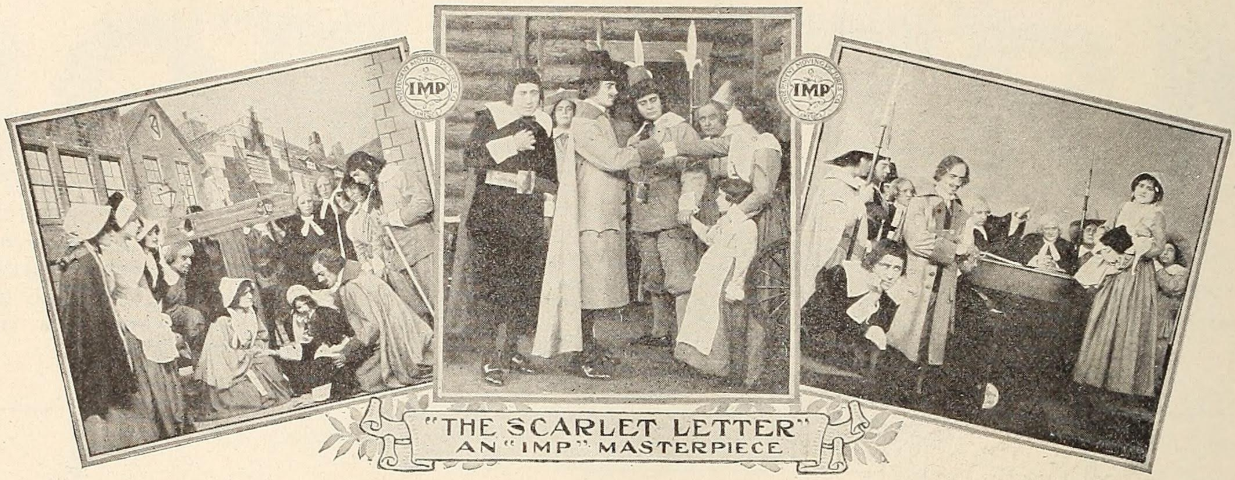
**Sykes Block, Minneapolis, Minn.**
**1517 Farnam Street, Omaha, Neb.**
**209 Fifth St., Des Moines, Iowa.**
**1110 Wyandotte St., Kansas City, Mo.**

**The biggest and best film renter in the world.**

# An "Imp" de Luxe!




# "The Scarlet Letter"

RELEASED THURSDAY, APRIL 27TH

At last we are able to fix a definite release date on this, the first of a series of **Imp Films de Luxe,** which we believe will give Imp Films a stronger grip on your affection and a firmer hold on supremacy than ever before. "The Scarlet Letter" is an ultra fine dramatization of Nathaniel Hawthorne's world-known novel. The treatment of the plot is delicate—in fact, this feature has caused us to take, re-take and re-take many of the more powerful scenes. We have avoided improper suggestion. We have staged each scene more elaborately than anything we have produced before. The acting will delight you. The photography will astonish you. And it will all come to you on Eastman stock, insuring the highest degree of moving picture perfection in every detail. Now that we have brought out such an Imp de Luxe as this, the point is—

## Will You See That You Get It?

Will you ask your exchange for the earliest possible booking? Will you demand, insist, fight if necessary till you get it? Will you keep hammering at your exchange with letter after letter till you get what you are paying for? We've done our part. Will you do yours—beginning this instant?

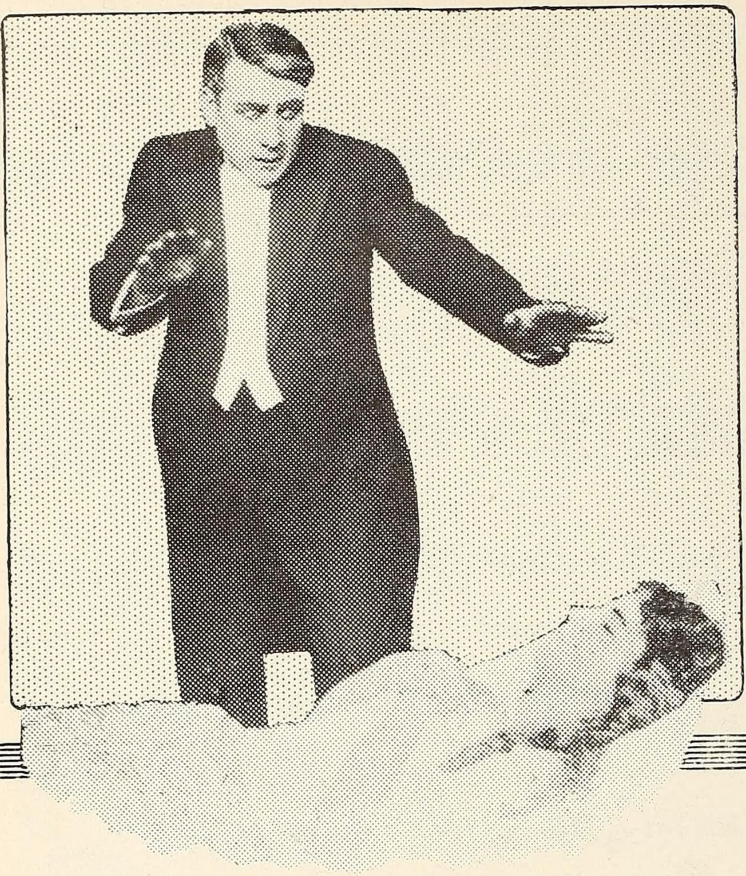
## Here's Another You Must Get:

Our release of Monday, April 24th, is peculiar in plot, so much so that it will create no end of comment on the part of your audiences. It is entitled "While There's Life There's Hope," and deals with two men and their interrupted attempts at suicide. If your exchange can't give it to you, there are other exchanges that can and will. Ask us.

INDEPENDENT MOVING PICTURES CO. IMP AMERICA

*Independent Moving Pictures Co. of America.*
*102 W. 101st St., New York; Carl Laemmle, Pres.*
*All "Imp" Films Sold Through the Sales Co.*
*All "Imp" Films Now Made on Eastman Stock.*

Demand Two Imps Every Week



(*Scene from "The Temptress"—an Imp*)

# Say "Imp-Imp!"

"Imp-Imp" means two Imps every week. Two Imps every week mean bigger profits for you. Why be satisfied with one Imp a week when you have it in your power to get TWO? Keep ding-donging at your exchange till you get **Two Imps Every Week.** Man alive, you're entitled to **Two.** Get 'em! Get 'em! Get 'em!

# "The Temptress"

Released Thursday, May 4th. One of the strongest stories we've ever produced. Brilliant, powerful—the kind that catches attention at the jump and clings to it till the very finish. (Made on Eastman stock.)

# "Second Sight"

Released Monday, May 1st. Another of our Cuban pictures that have set Independent exhibitors wild with enthusiasm. The finest natural stage settings ever used for a moving picture. (Made on Eastman stock.)

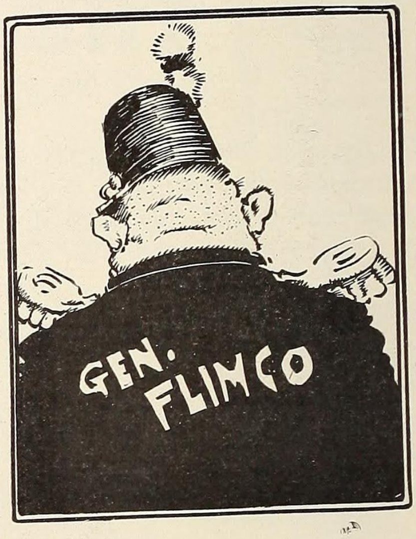
INDEPENDENT MOVING PICTURES CO. OF AMERICA — IMP

*Independent Moving Pictures Co. of America. 102 W. 101st St., New York. Carl Laemmle, Pres. All "Imp" Films Sold Through the Sales Co. All "Imp" Films Made on Eastman Stock!!!*

Demand Two Imps Every Week

FOR HEAVEN'S SAKE, DON'T MISS "THE SCARLET LETTER," THE FIRST "IMP DE LUXE." Released Thursday, April 27th.

# Solve This Baffling Mystery!




"GEN. FLIMCO IS

______________"

Get busy and fill in the blank. Maybe you can't do it, but it won't hurt to try. Next week I am going to print the solution of this baffling, deep, weird, uncanny, awful mystery. Take a good look at the back of his bean. Then watch for the headline of my advertisement next week. A year ago over 7,000 easy exhibitors were each paying Gen. Flimco $2 a week ($14,000 per week, $728,000 per year). Less than 4,000 exhibitors are doing it NOW. How many will the general have on his staff in another year? Solve this mystery and watch for new facts. Also, come to the biggest, best and hustlingest film renter in the world.

CARL LAEMMLE, President

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1110 Wyandotte St., Kansas City, Mo.
209 Fifth St., Des Moines, Iowa.

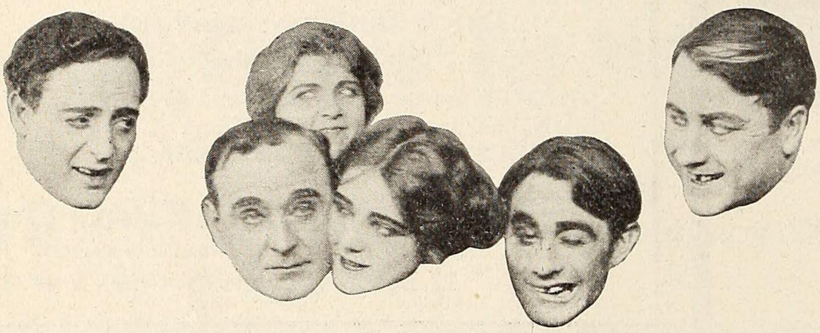
The biggest and best film renter in the world.

# $500 Reward

**for information leading to the conviction of**

# Dupers

"Imp" films are being duped more than any brand on the market because of the terrific demand. If you suspect your exchange is sending you duped Imps, send us a small sample of the film with the name of the exchange. If your clue leads to the conviction of any duper, you'll get $500 cash reward. Offer open to everybody.



This picture shows some "Imps" with teeth missing. That's the way they look in "The Fair Dentist," our release of May 8th—one of the biggest screams ever produced. On the same split reel you'll get "The Four Lives"—an absolute novelty in film-making. On Thursday, May 11th, we release "For Her Brother's Sake," containing a horse race that will set your house fairly wild with excitement. Get every one of these "Imps" **or know the reason why!**

**SEND US YOUR NAME AND ADDRESS QUICK! WE'VE GOT IMPORTANT STUFF TO MAIL TO YOU RIGHT AWAY!**

INDEPENDENT MOVING PICTURES CO. IMP AMERICA

*Independent Moving Pictures Co. of America. 102 W. 101st St., New York. Carl Laemmle, Pres. All "Imp" Films Sold Through the Sales Co. All "Imp" Films Made on Eastman Stock!!!*

Demand Two Imps Every Week

**COMING! COMING! COMING!**

Watch for announcement of our great Decoration Day release. One of the grandest Imps ever made. Make immediate arrangements with your exchange for an early booking!

LISTEN to the Princess Theatre, Muskegon, Mich.: "Yes, we had to go Independent again. Imps are the cause. Our patrons kept hollering for them until we gave them what they wanted. Our business is **GREAT!**"

# Mystery Solved!

**"GEN. FLIMCO IS CRYING LIKELL"**

because he says "that man Laemmle has plotted and connived to ruin my business." A year ago the general was so strong that hundreds of exhibitors were afraid to run their own business. He told them that if they turned independent and the independent fight collapsed, they would be left high and dry. So they continued to pay him $2 a week. But the independent fight continued instead of collapsing, grew and grew and grew until now it is bigger than Gen. Flimco and his big brother combined. That's why he is crying likell and telling the teacher on Carl Laemmle. Here's a tip to licensed exhibitors: Run any film you blame please AND YOUR LICENSE WILL NOT BE CANCELLED. Hundreds of theatres using licensed films are also using special releases not made by the trust—and not a word is being said to them by Flimco. HE'S ALL BLUFFED OUT. He's lost his nerve. He's crying likell. And he places all the blame on yours truly,

**CARL LAEMMLE, President**

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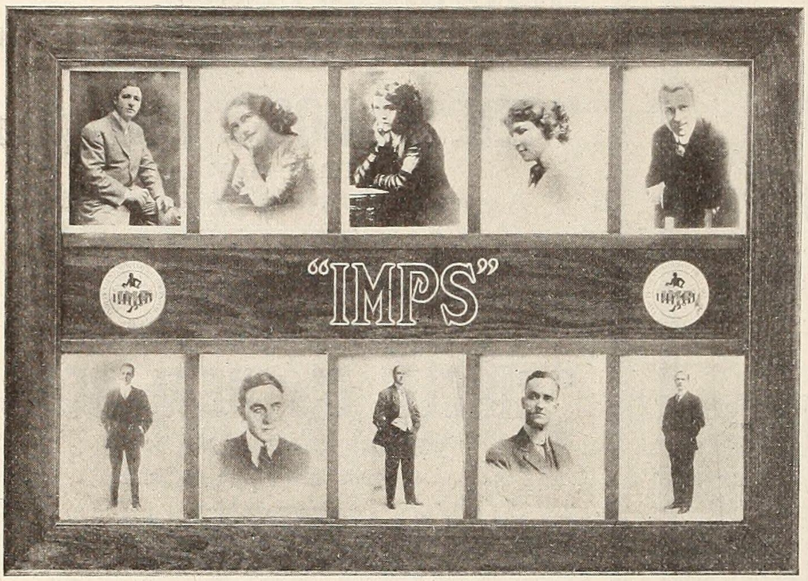
**The biggest and best film renter in the world.**

# This beats 'em all!




## NEW IMP LOBBY FRAME AND 10 FINE PHOTOS $5

Just issued! Absolutely the finest and highest class lobby display ever used in any theatre. Beautifully grained, wide oak frame containing ten heavily glassed openings for photographs. Individual fasteners for each opening, making the PHOTOGRAPHS INTERCHANGEABLE. Frame may be hung up anywhere in your lobby or may be stood upon your easel. No easel comes with the frame. The demand for these new Imp lobby displays will be fierce. Hustle your order in right away. You'll be tickled to pieces when you see what a rich looking ornament it will make for your "front." If you want more facts send for descriptive circular. If willing to rely on our advice, send draft or express company money order for $5 immediately. Orders filled in rotation.

## NEXT IMP RELEASES:

"**THE MASTER AND THE MAN**"—One of the strongest productions we have ever made. Go after your exchange hard. **RELEASED MONDAY, MAY 15th.**

"**THE LIGHTHOUSE KEEPER**"—Another powerful drama. Full of splendid stage effects. Demand it till you win. **RELEASED THURSDAY, MAY 18th.**

## $500 CASH REWARD

for information leading to the conviction of "dupers" who are flooding the market with "duped" Imp Films. See Imp advertisement published last week.

## WE WANT YOUR NAME

and address immediately, to add to our mailing list. Important special news matter which is sometimes too late to use in our ads is mailed specially nearly every week. Keep posted. Send your name and address NOW!

INDEPENDENT MOVING PICTURES CO. IMP OF AMERICA

*Independent Moving Pictures Co. of America. 102 W. 101st St., New York. Carl Laemmle, Pres. All "Imp" Films Sold Through the Sales Co. All "Imp" Films Now Made on Eastman Stock ! ! !*

Demand Two Imps Every Week

**COMING!**—The grandest Decoration Day release ever made is soon to be announced. It will simply set your audience wild with enthusiasm. Make arrangements with your exchange for an early booking right away.

**ASK US ABOUT THE "IMP BOOK." IT'S GREAT!**

## Get This:

If your exchange is not buying the new films it certainly can't give them to you—unless it is duping. That being the case, why should you be satisfied to pay good money for questionable pictures when it won't cost you a blooming cent more to get your supply from THE BIGGEST AND BEST FILM RENTER IN THE WORLD? That's a fair, common-sense question. Give it some real thought!

**CARL LAEMMLE, President**

## The Laemmle Film Service

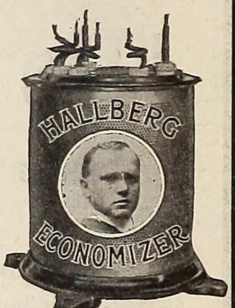
**Headquarters:**
**New number 204 W. Lake Street, Chicago, Ill.**
**Sykes Block, Minneapolis, Minn.**
**1517 Farnam Street, Omaha, Neb.**
**1110 Wyandotte St., Kansas City, Mo.**
**209 Fifth St., Des Moines, Iowa.**
**The biggest and best film renter in the world.**

## HALLBERG
### THE "ECONOMIZER MAN"

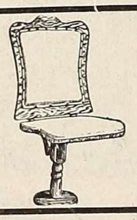
**SAVES** two-thirds on electric bill and makes **BIG CUT** on the first cost of your complete equipment.

**I carry stock of all makes M. P. Machines, Opera Chairs and Supplies.**

**Free Catalogue No. N 1**




**H. HALLBERG,** 36 East 23d St. New York City.



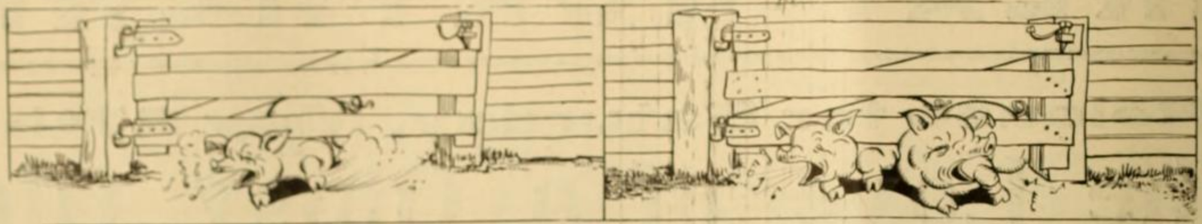
**THE WORLD'S GREATEST THEATRE CHAIR**

**Sanitary, Space-saving, Life-Saving, Money-Saving. To Use This Chair Is to Make Your Business Grow.**
**Write Today for Circular W**
**HARDESTY MFG. CO.**
**Canal Dover, Ohio.**

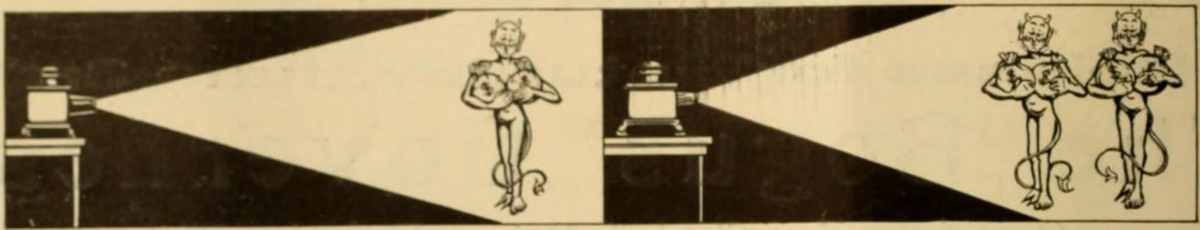
## Announcement, Advertising, Travelogue, Recitation

**and slides for every purpose made to order**

**GEO. J. GOLDTHORPE & CO.**
**244 West 14th Street New York**



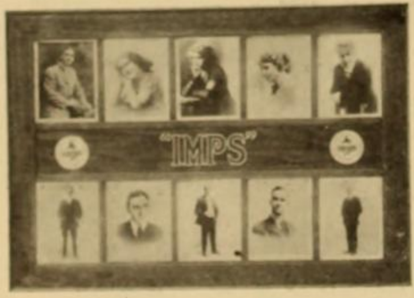
"What makes more noise than a pig under a fence?" "TWO pigs!"



"What brings you more money than an 'Imp' every week?" "TWO 'Imps' every week!"

TELL your exchange you simply must have the Imp release of Monday, June 5. It is a split reel containing a corking good picture of the terrible Chicago Stockyards fire, one of the most spectacular fire pictures ever snapped! It will be intensely interesting to your audiences. On the same reel you will find "The Grind", a dandy comedy showing how college students haze one of their classmates and how he gets a sweet revenge. On Thursday, June 8, we release "Back to the Soil", a comedy drama of city and country life that leaves "a good taste in the mouth and a soft feeling in the heart."

THIS Imp Lobby Display is making a terrific hit with exhibitors everywhere. It is 3½ feet wide by 2½ feet high; wide oak frame with heavily glassed openings; ten fine photographs. Send for descriptive circular or send $5 and get frame and ten photos complete. Also send us your name and address for our mailing list. Also get your exchange to give you an early booking on the Imp's glorious Decoration Day film, "The Forged Dispatch."




*Independent Moving Pictures Co., of America*
*102 West 101st St., New York. Carl Laemmle, Pres.*

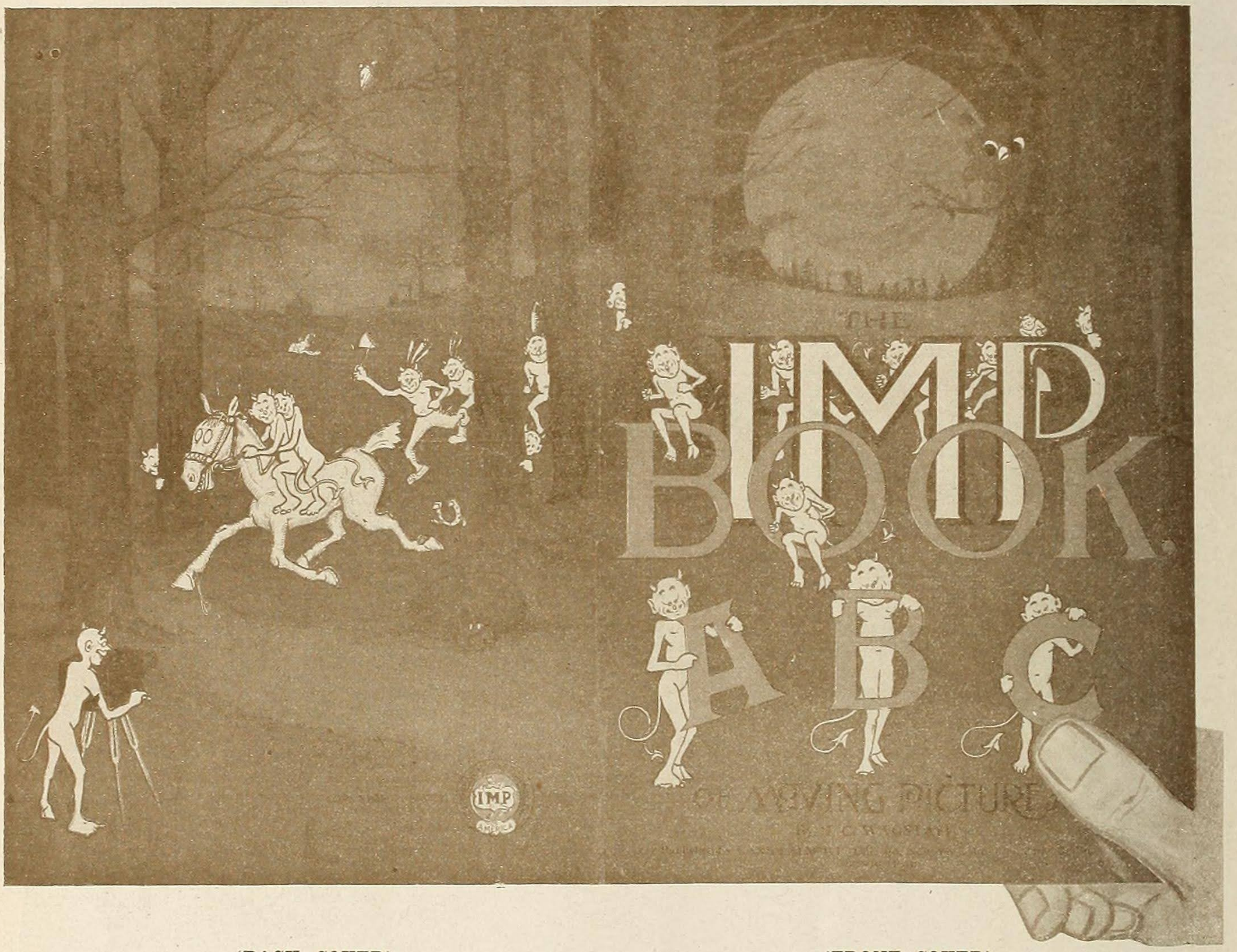
INDEPENDENT MOVING PICTURES CO. IMP AMERICA

**50c EACH** **SLIDES OF QUALITY** **50c EACH**

**ILLINOIS M. P. SUPPLY CO., 167 W. Washington Street, CHICAGO, ILL.**

Everything pertaining to Motion Pictures.

# READY!




(BACK COVER) (FRONT COVER)

Now, then, you exhibitors who have been looking for a special midsummer business-booster, send for the Imp Book if you have not already received a copy. Ask about our special proposition. Don't put it off and forget it. Do it this minute. Take advantage of the hard work and thought we have put into this business-boosting scheme for YOU! The Imp Book is ready and the first edition is going like wildfire. Be the first to spring it in your territory. Be a live one. And hurry up!

---

## Next "IMP" Releases Are Superb!

### "In the Sultan's Garden"

Here is a moving picture so completely out of the ordinary that your patrons will go wild about it. It deals with a young American naval officer who falls in love with the Sultan's favorite and carries her away after one of the best marine battles ever shown on the screen. Released Monday, July 3. Put up the hottest scrap of your career to get this Imp release!

### "For the Queen's Honor"

Is one of the most magnificently staged pictures we ever produced. It is a story of Italy in the sixteenth century, the principals being members of the royal family. The remarkable versatility of members of the Imp stock companies is shown to better advantage than ever before. Make immediate arrangements for an early booking. Released Thursday, July 6.

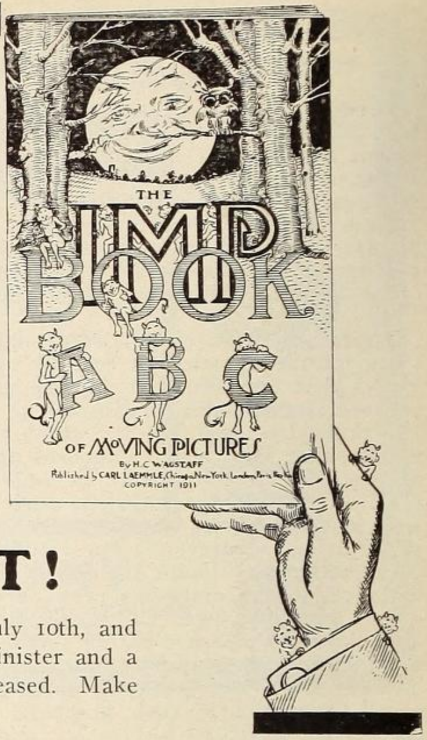
INDEPENDENT MOVING PICTURES CO. IMP AMERICA

SEND US FIVE DOLLARS FOR AN IMP LOBBY DISPLAY, consisting of handsome oak frame ($3\frac{1}{2}$ by $2\frac{1}{2}$ feet) with ten heavily glassed openings, each containing a fine photograph of an Imp performer. It's the best lobby display that has ever been issued for picture houses. Order at once.

Demand Two Imps Every Week

*Independent Moving Pictures Co. of America.*
*102 W. 101st St., New York. Carl Laemmle, Pres.*
*We want your name and address immediately.*

# EXHIBITORS WILDLY ENTHUSIASTIC OVER THE "IMP ABC BOOK"




Right now is the time of year when it is good business judgment to do a little scheming to boost your receipts. We've done the scheming for you by producing this clever book. Exhibitors everywhere say it is a corker and that it is helping to overcome the bad effects of hot weather. If you have not received a sample Imp Book, together with letter and other literature describing the scheme, send for it at once. Then place your order for all the Imp Books you can possibly use. We worked it up for YOUR benefit, not ours. So go to it hard!

## A SUMMER COMEDY NEXT!

Get an early booking on "A Gasoline Engagement," the Imp release of Monday, July 10th, and give your house a roaring summer laugh. A young couple, the girl's father, a minister and a barrel of gasoline are the principals in one of the best side-splitters we've ever released. Make a note of the title and the date of release right now!

## AT A QUARTER OF TWO

This is our release of Thursday, July 13th. A burglar, hiding in the closet of a house where a child lies critically ill, sees that the nurse has gone to sleep and forgotten to administer medicine at the proper moment. At the risk of being caught, he saves the situation himself. There's human interest in every foot of this reel. See that you get it!

INDEPENDENT MOVING PICTURES CO. AMERICA IMP

*Independent Moving Pictures Company of America.*
*102 West 101st St., New York. Carl Laemmle, Pres.*
*We want your name and address immediately.*
*Send for news about the Imp Lobby Display.*

Demand Two Imps Every Week


### SPECIALIZATION

It has been said that "if a man can build a better house, preach a better sermon, or make a better mouse-trap than his neighbor—though he build his house in the woods, the world will make a beaten path to his door."

There is an age of specialties and the man, the firm, or the organization that directs their endeavor to any particular object is bound to attain a greater reputation in that particular line than his competitors who do not specialize.

When the American Film Manufacturing Company announced that all releases would be Western Cowboy film, it was the culmination of earnest thought and study as to what the public really liked in the great popular entertainment—MOTION PICTURES.

Since the inauguration of this policy the rapid stride the American Company's product has made, in popular approval, demonstrates that in this case specialization has been productive of results.

The dramatic side of life on the range is limitless in its possibilities. Unrestrained by social usages the pioneer ranchmen made their own laws and judged men by a standard of their own; they loved roving; they loved freedom; they were judged by instinct; and many an unwritten drama of love and hate, of bitter jealousy and intrigue were enacted on the old cattle trails, the only record of which lives in the memory of the taciturn, silent cowboys.

Some of the best dramas we have produced have been obtained by our producers from this source.

The amusements of the cowboy are limited, in a way, but there are many humorous situations which develop in the natural course of his work, and American comedy depicts his amusements in many laughable films.

Our producer's success has been augmented by careful attention to detail and to-day American cowboy pictures stand pre-eminent, unrivaled by either Licensed or Independent picture interests.

---

**Jenkintown, Pa.**—The York Road Theater Co. will erect a new theater here.

**Philadelphia, Pa.**—Plans are being prepared for a large theater to be erected at Broad and Federal Streets, to cost $50,000.

**San Francisco, Cal.**—The J. K. Prior Estate will erect a new theater at Mason and Eddy Streets.

**Milwaukee, Wis**—A new moving picture theater will be erected at Seventh and Center Streets, to cost $2,000, by Wm. Jacobs.

**Jenkintown, Pa.**—Henry Specht is taking estimates for a new theater, to be erected here.

**Fort Dodge, Ia.**—The new theater to be erected here will be known as The Princess and will cost $42,000.

**Louisville, Ky.**—J. M. Wentzell will erect a $7,500 moving picture theater.

**New Orleans, La.**—Mrs. August Bohn will remodel building at 814-16 Canal Street, to cost $12,000.

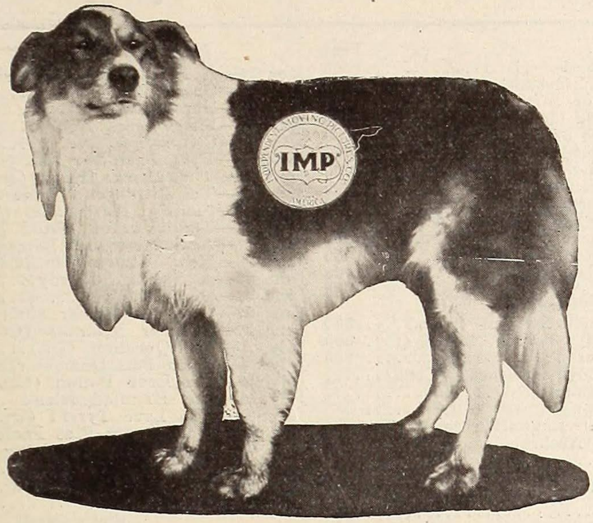
**Omaha, Neb.**—F. E. Goff will build a brick theater at 1814-16 North 24th Street, to cost $6 000.

**Philadelphia, Pa.**—As a site for a $25,000 moving picture theater, the Erie Avenue Amusement Co. has purchased the property at Marshall Street and Erie Avenue.

**Flasher, N. Dak.**—A new opera house will be erected here.

**St. Joseph, Mo.**—The Star Theater, 413 Edmond Street, was damaged by fire to the amount of $1,500.

**Chicago, Ill.**—Chicago Motion Picture Machine Co., capital, $2,500, Rupert G. Stronach, C. E. Robinson and U. G. Ward.




The famous and popular Imp dog "Lassie" will make a tremendous hit with your patrons by her almost human acting in the Imp release of Monday, July 24th. It is called

# "Science"

and is one of the strongest arguments ever put forth on the subject of vivisection. It is pathetic to a high degree, and, as an old showman says, "tears coin as much money as laughter for the showman." Tell your exchange you want "Science" for an early booking. On the same reel you'll get "Won by a Foot," a short bit of ridiculous and unique comedy that will fool you all until the very last few feet have been "run off." Then on Thursday, July 27th, we release a melodrama called

# "The Lineman"

and, believe us, it is a "meller drammer" that will hit the bull's-eye plump in the center. It will give you all the excitement you want on one reel of film. The situations are so tense and the climax so dramatic that the best description ever written wouldn't do justice to it. Get this film or know the reason why!

INDEPENDENT MOVING PICTURES CO. IMP AMERICA

*Independent Moving Pictures Co. of America.*
*102 W. 101st St., New York. Carl Laemmle, Pres.*
*We want your name and address immediately*
*Are you getting our free lobby circulars?*
*Have you seen the Imp Book? If not, send now.*
*Have you sent $5 for our Oak Photo-Frame?*

# FOR YOU

The independent moving picture manufacturers are working up all sorts of good schemes to help boost YOUR business during the hot weather. You'll get the benefit of all these plans by getting your film service from my nearest office. Laemmle films, Laemmle service and "Laemmle Luck" will make the weather man look like a frosty piker. Connect!

**CARL LAEMMLE, President**

## The Laemmle Film Service

**Headquarters:**
**New number 204 W. Lake Street, Chicago, Ill.**
**Sykes Block, Minneapolis, Minn.**
**1517 Farnam St., Omaha, Neb.**
**1110 Wyandotte St., Kansas City, Mo.**
**515 Mulberry St., Des Moines, Iowa.**

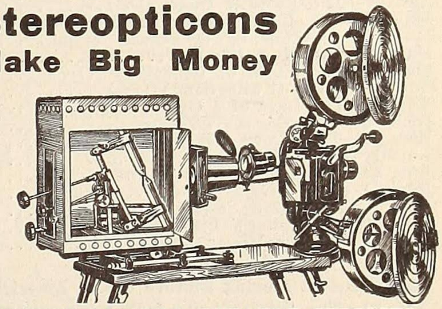
**The biggest and best film renter in the world.**

In writing to Advertisers please mention

THE MOVING PICTURE NEWS

**EVERY EXHIBITOR reads the Moving Picture News.**
**ADVERTISEMENTS BRING RESULTS**

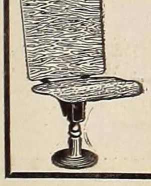
## Moving Picture Machines Stereopticons Make Big Money



MOTION PICTURE THEATRE SUPPLIES.

We carry on hand at all times the largest and most complete line of Repairs and Supplies for all Standard Machines, also Tickets, Carbons, Screens, Chairs, etc. Can ship at once Special Slides made to order. We also handle Motiograph, Edison and Powers Machines. Write today for THEATRE CATALOGUE.

**CHICAGO PROJECTING CO.**
**Dept. 2, 219 Dearborn St., South, Chicago, Ill.**



**THE WORLD'S GREATEST THEATRE CHAIR**

**Sanitary, Space-saving, Life-Saving, Money-Saving. To Use This Chair Is to Make Your Business Grow.**

**Write Today for Circular W**

**HARDESTY MFG. CO.**
**Canal Dover, Ohio.**

**BARGAINS! BARGAINS!**

Motion Picture Machines $35 Up. Powers latest No. 5, almost new, $110. Lubin Cineograph Complete $65. New Edison Model B and Powers No. 6.

NO. 4 STANDARD A WONDERFUL MACHINE

Model B Gas Outfit, etc. Get Supplement 33 Great Bargain List. Motion Picture Machines Wanted.

**HARBACH & CO., 809 Filbert, Phila., Pa.**

# "THE CALL OF THE SONG"

## (With Special Music)

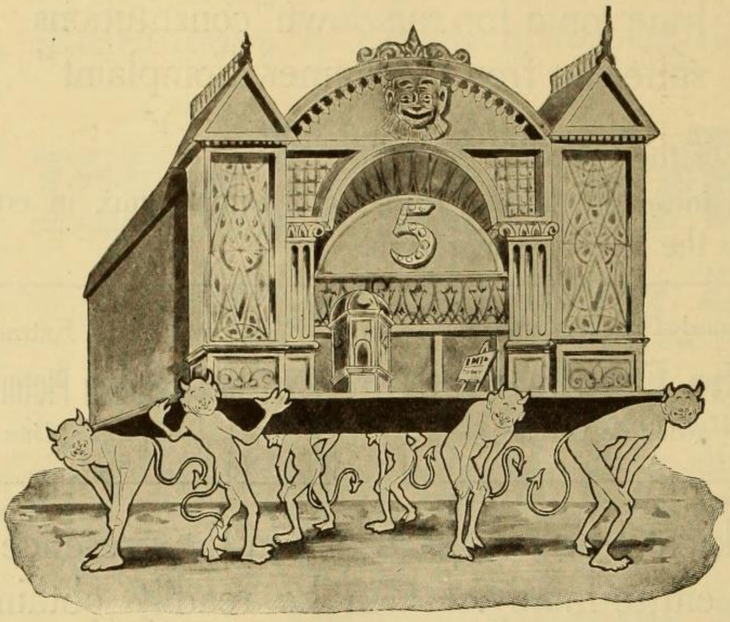
WITHOUT exception this is the most perfectly appointed melodrama and love story produced by any manufacturer within the past year. The special music which goes with the picture makes the whole combination a masterpiece. You simply *must* get it if you have to hound your exchange day after day! Released Thursday, August 3d.

On Monday, July 31st, we release a split reel—"The Bi-Centennial Celebration at Mobile, Alabama," a 500-ft. picture of intense scenic and historical interest. On the same reel, "The Skating Bug," a daringly clever bit of horse-play that will make your people howl. *It's the sort of stuff you've been fighting for! Get it!*

*Independent Moving Pictures Co. of America,*
102 *W.* 101*st. St., New York. Carl Laemmle, Pres.*
*We want your name and address immediately.*
*Are you getting our free lobby circulars?*
*Have you bought our $5 Lobby Photo-Frame?*

Demand Two Imps Every Week

# IMPS Will Support Your Theatre



You ought to know as well as we do that the more Imps you use the bigger business you'll do. This being the case, how can you rest easily until you've got your exchange into the habit of sending you TWO Imps every blessed week of the year? Give this a little serious thought and then get busy. See what's coming now:—

## "BATTLE OF THE WILLS"

(*Copyright* 1911, *I. M. P. Co.*)

One of the most unique half-reels we ever produced; the sort that makes people talk and think long after they've seen the film. Read the synopsis carefully. On the same reel you'll get a comedy called

## "LOVE IN A TEPEE"

(*Copyright* 1911, *I. M. P. Co.*)

which looks like a genuine out-and-out "Western" film at first, but winds up in a scream. Go after it. This and the "Battle of the Wills" will be released Monday, August 21.

## "AS A BOY DREAMS"

(*Copyright* 1911, *I. M. P. Co.*)

This is simply great! Read the synopsis and see if this boy's dreams are not exactly like the ones you used to have when you were a kid. See if this film doesn't carry you back to your wild and woolly days when you thought you were a regular devil of a hero. No better Imp than this was ever made. Go after it hammer and tongs. It will be released THURSDAY, August 24.

*Independent Moving Pictures Co. of America.*
*102 W. 101st St., New York. Carl Laemmle, Pres.*
*Are you getting our free lobby circulars?*
*Have you sent $5 for our Imp Photo-Frame?*

INDEPENDENT MOVING PICTURES CO. AMERICA IMP

ASK YOUR EXCHANGE FOR THE IMP SPECIAL RELEASE

**"Elks At Atlantic City"**

Feature it for all you are worth!

Demand Two Imps Every Week

# BIO BIOCARBONS

STRONGLY FAVORED — NEVER FORGOTTEN

**ALWAYS THE SAME**

THROUGH EVERY LIVE EXCHANGE

**CHARLES L. KIEWERT CO.**

39 CORTLANDT ST. NEW YORK CITY — 19 SUTTER ST. SAN FRANCISCO, CAL.

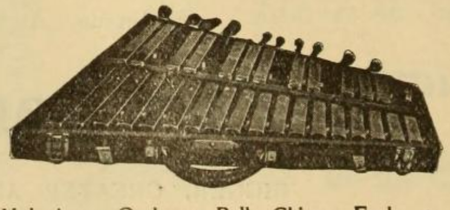
THEATRE SEATING—*Send for Moving Picture Chair Cat. "V4," Upholstered Chair Cat. "V5."*
AMERICAN SEATING COMPANY
Chicago New York Boston Philadelphia

# Films For Sale

500 Second-Hand Films
All Makes : $5.00 up

*Send for Catalogue*

**GEO. W. SEIXAS**
*Film Broker*
32 Union Sq., East NEW YORK
Phone 905 Stuyvesant



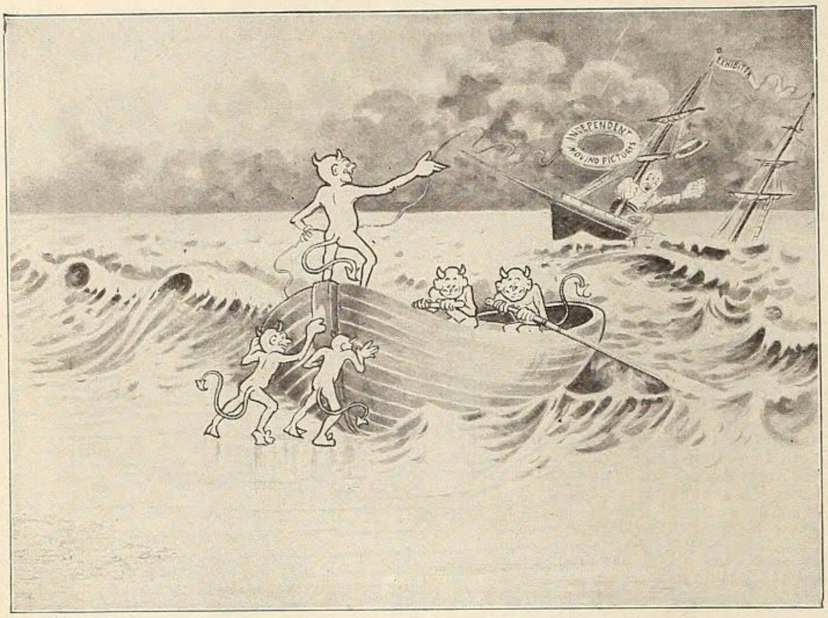
Xylophones, Orchestra Bells, Chimes, Forks, etc.
Send for free illustrated catalogue.
J. C. DEAGAN
3800-3810 N. Clark St., Chicago, Ill.

# Moving Picture Machines
## Bought, Sold and Exchanged

*I Have Several Calls For Second Hand Machines What Have You To Offer?*

**H. A. MACKIE**
853 Broadway New York City
'Phone: 2478 Stuyvesant

# IMPS Are Great Life-Savers




Imp films have saved many a theatre from destruction, winning back the favor of the crowds just in the nick of time. The exhibitor with the long head is the one who not only gets two Imps every week but features them good and hard. The sign "Imp To-night" will pack your house. Make the most of it! Don't blame your exchange man for not giving you Imps until you've made it known to him that Imps are what you want!

## "HIS ROYAL HIGHNESS"

*(Copyright, 1911, by I. M. P. Co.)*

A story of two sisters, a fake prince, a real prince and a nut factory. Love and piles of fun. And on the same reel you will get—

## "HOT SPRINGS, ARKANSAS"

*(Copyright, 1911, by I. M. P. Co.)*

Showing famous ostrich farm, alligator farm, and other corking good stuff from this famous resort. Released Monday, Aug. 28th.

## "THE TOSS OF A COIN"

*(Copyright, 1911, by I. M. P. Co.)*

Another corking good Imp love story and melodrama in which a young man who is down-and-out gets up-and-in. Released Thursday, Aug. 31st.

INDEPENDENT MOVING PICTURES CO. IMP AMERICA

*Independent Moving Pictures Co. of America. 102 W. 101st St., New York. Carl Laemmle, Pres. Are you getting our free lobby circulars? Have you used the "Imp Book" yet? It's great!*

Demand Two Imps Every Week

*Sold through Motion Picture Dist. & Sales Co.*

# You Are To Blame!

If you are not getting all the best makes of Independent films don't shift the blame onto anyone but yourself, Mr. Exhibitor. Connect with the biggest and best film renter in the world. Then and then only can you afford to twiddle your thumbs and take life easy. Write!

**CARL LAEMMLE, President**

## The Laemmle Film Service

**Headquarters:**
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**Sykes Block, Minneapolis, Minn.**
**1517 Farnam St., Omaha, Neb.**
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**515 Mulberry St., Des Moines, Iowa.**

**The biggest and best film renter in the world.**

**BARGAINS! BARGAINS!**

Lubin Cineograph Complete $65. Edison $50. Motion Picture Machines $35 up. Latest Model B Edison, Powers No. 6 and Standard a specialty. Mirroscopes, Radiopticians $2.50 up. All Opaque Machines. Send for Sup. 33 our great bargain list. Machines, Supplies, Etc. Motion Picture Machines Wanted.

**HARBACH & CO.,**
**809 Filbert St., Philadelphia, Pa.**

## NEW MACHINES FOR OLD

**YOU** Know Your Old Machine Projects a Poor Picture.
**I** Know My Exchange Proposition Will Overcome Your Trouble.
I Am Jobber of Powers and Motiograph Machines, and will **Exchange** for Either, or **Any Other** Make You Desire.
Write At Once, Giving Make, Style, Manufacturer's Number, Age and Condition of Your Machine. **I WILL DO THE REST.**
State Make of Current Saver, and I Will Make Exchange Proposition for **HALLBERG ECONOMIZER.**
Electric Fans For Either A.C. or D.C., $7.50 and Up.
Exhaust Fans for Either A.C. or D.C., $15.00 and Up.
Complete Line of **OPERA CHAIRS** and All Supplies for M. P. Theatre.
**I Equip Your Theatre Completely**

**J. H. HALLBERG, 36 East 23d St. New York City.**
*Write for Catalogue No. 2.*

ANNOUNCEMENT

## SLIDES

Now, gentlemen, we don't wish you to think because we are quoting low prices that the goods we are shipping are of an inferior quality. They are not. They're highly artistic, beautifully colored and of pleasing designs, followed up with the privilege to you of five for $1.10, postage paid. If you want to give yourself the most pleasant surprise you ever had, send us an order. When you do, we've got you. Do it today. Send for catalog.

**NIAGARA SLIDE COMPANY**
Lockport, N. Y.
Advertising slides 50c each.

Telephone: 1664 Spring

## Kitab Engraving Company

**Makers of MOVING PICTURE NEWS HALF TONE CUTS**

**401 Lafayette Street, NEW YORK**

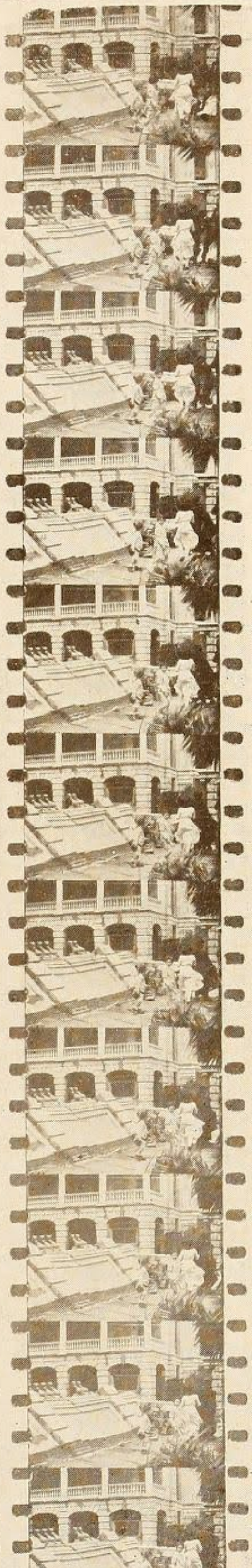
Advertisers want results. When writing to them it is our due that you mention The Moving Picture News

**GUARANTEED ACCURATE PARTS** for all **MOTION PICTURE MACHINES** at very reasonable prices. **SPECIAL** parts and machines as also experimental parts made to order. All repair work on **MOVING PICTURE MACHINES** promptly attended to at remarkably low figures. **CHAS. E. DRESSLER, 388 Second Ave., Betw. 22nd & 23rd Sts.**

IMP

FREEMAN OWENS

IMP



## THIS IS THE YOUNG CHAP WHO RISKED HIS LIFE

to obtain **FOR YOU** a marvelously exciting moving picture of the

# CHARLESTON FLOOD AND HURRICANE

(*Regular Imp Release of Sept.* 18th.) (*Copyright,* 1911, *by I. M. P. Co.*)

It is a great picture, a grand scoop, a climax to the Imp's special efforts to make you glad you're Independent. Despite the fact that the picture was taken in the midst of flood and hurricane, it is clear and sharp. It is a marvelous feat in photography. There are scenes of tremendous waves dashing over docks with buildings in the background denuded of windows and roofs askew; buildings crumbled like houses of cards; railroad tracks lifted from their beds; heavily loaded freight cars overturned; huge trees uprooted; vessels driven ashore and stranded high and dry; streets flooded; vehicles almost hub deep in the flood. In the midst of all this, Freeman Owens kept turning the crank of his moving picture camera, thinking nothing of his own neck but glorying in the fact that the Imp would have another beat-of-the-world! Wire your exchange this very instant. Show your colors! Help the Imp in its efforts to give you what you want.

## "THE CO-ED PROFESSOR" (Sept. 25)

(*Copyright,* 1911, *by I. M. P. Co.*)

A college comedy that will bring shouts of laughter. On the same reel we give 250 feet of beautiful scenic film entitled "Through the Dells of Wisconsin in a Motor Boat." Get 'em!

## "'TWEEN TWO LOVES" (Sept. 28)

(*Copyright,* 1911, *by I. M. P. Co.*)

You'll take off your hat to the Imp when you see the perfect combination of acting, staging and photography in this fine drama. It will only emphasize the fact that "Imps are getting better every week!" Go after it!

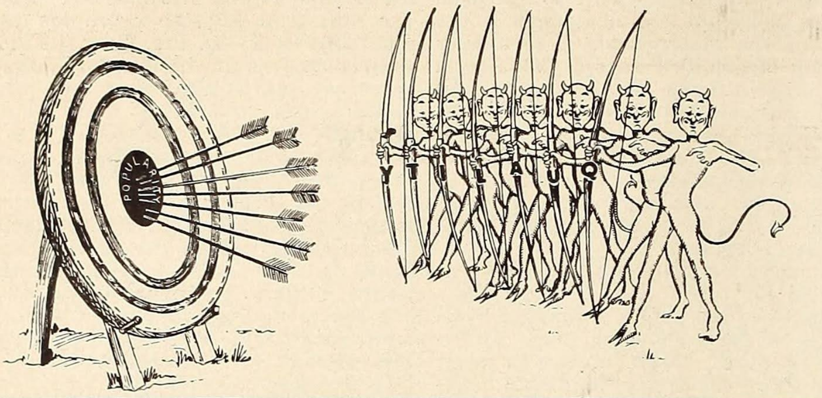
INDEPENDENT MOVING PICTURES CO. OF AMERICA — IMP

*Independent Moving Pictures Co. of America. 102 W. 101st St., New York. Carl Laemmle, Pres. Are you getting our free lobby circulars? Are you on our mailing list? If not, get on!*

Demand Two Imps Every Week

*Sold through Motion Picture Dist. & Sales Co.*

# IMPS Hit the Bull's-eye Twice Every Week!




Think! How many film manufacturers in this wide world have brought out two really good films every week for the past fifty weeks? You can count them all on the thumb of one hand. And that thumb represents the "Imp." What's the use of gambling with uncertain brands of film when you can get a sure thing at no greater cost? Why not get two Imps every week? If you can't get them by fighting for them, why not try paying a little more?

## "THE ROSE'S STORY"

(*Copyright*, 1911, *by I. M. P. Co.*)

Here's a real Fall pippin! Completely out of the ordinary, away from the routine. Read the synopsis elsewhere in this issue and imagine what a production such a story has been given by Imp folks! Released Monday, Oct. 2nd.

## "THROUGH THE AIR"

(*Copyright*, 1911, *by I. M. P. Co.*)

A real, genuine, blown-in-the-bottle airship races with a chugging automobile in this love story. It will make your patrons sit bolt upright. They'll talk about this film and send their friends to your house! Get it! Released Thursday, Oct. 5th.

Has your exchange booked you for the

**CHARLESTON HURRICANE AND FLOOD SCOOP?**

INDEPENDENT MOVING PICTURES CO. IMP AMERICA

*Independent Moving Pictures Co. of America. 102 W. 101st St., New York. Carl Laemmle, Pres. Important matter is being sent out to our mailing list. Are you on that list?*

Demand Two Imps Every Week

*Sold through Motion Picture Dist. & Sales Co.*

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# Notice!

—I herewith announce the installation of a Free Employment Bureau in the Laemmle Film Service offices. No charge will be made for the employment of managers, operators, pianists, singers, ticket-takers, etc. The very highest references are required and the benefit of the entire Laemmle organization is now at your command, either in getting help or work. Write or call, tell what you want, and let us do the rest, with our compliments.

# Notice!

—If you desire to sell, let, purchase or lease a theater or site in any part of the United States or Canada, get in touch with any of the Laemmle Film Service offices at once. We shall be glad to be of assistance and will make no charge for services.

# Notice!

—If you are not satisfied with Independent films, it is because you are not geting the right sort of service. Why not hook up with the biggest and best film renter in the world? It doesn't cost you any more and it brings you the kind of program you ought to have. This very day is the best day to take your step toward prosperity.

**CARL LAEMMLE, President**

## The Laemmle Film Service

**Headquarters:**
**New number 204 W. Lake Street, Chicago, Ill.**
**Sykes Block, Minneapolis, Minn.**
**1517 Farnam St., Omaha, Neb.**
**1110 Wyandotte St., Kansas City, Mo.**
**515 Mulberry St., Des Moines, Iowa.**

**The biggest and best film renter in the world.**

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## EXHIBITORS

Big Money Proposition for you. Send your address for our mailing list.

**ORTHO FILM CO., Inc.**
**40 E. 12th St. New York**

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## STAG FILMS

WANTED—Stag Films, also Religious Films. State names of subjects and condition, etc., lowest price. Address

**OREGON FILM EXCHANGE**
**526½ Wash. St. Portland, Ore.**

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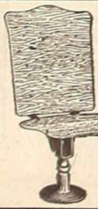

THE WORLD'S GREATEST THEATRE CHAIR

Sanitary, Space-Saving, Life-Saving, Money-Saving.
To Use This Chair Is to Make Your Business Grow.
Write Today for Circular W.

HARDESTY MFG. CO.
Canal Dover, Ohio.

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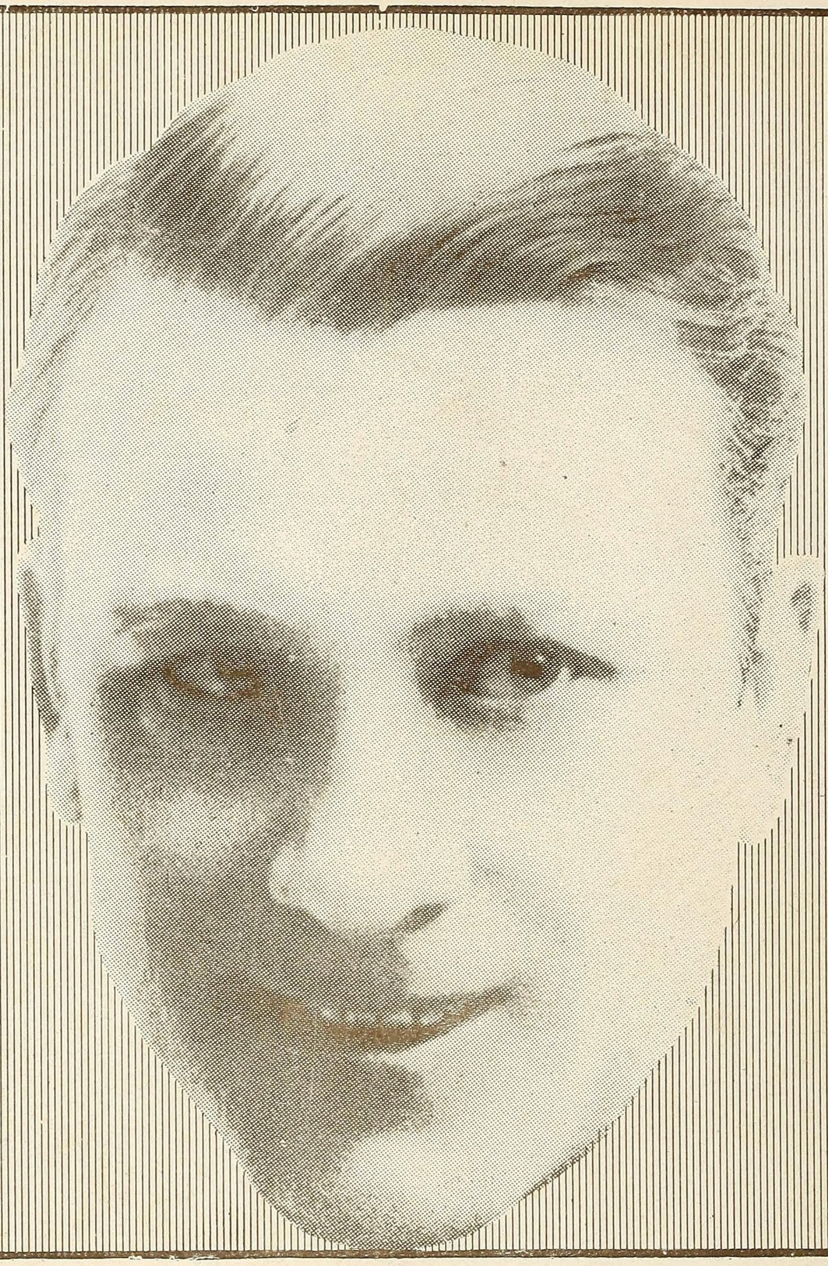
## ADVERTISING SLIDES

We claim to produce the CLASSIEST Advertising Slides ever shown. **Send for SAMPLES.**

**Cleaveland Slide Co., 127 Court Street, WASHINGTON C. H., OHIO**



DON'T FAIL TO SEE KING BAGGOTT IN

## "THE BETTER WAY"

*(Copyright, 1911, by I. M. P. Co.)*

It's simply great! Abounds in unique situations, the story having as its pivotal point the love of a reformed crook for a Salvation Army lassie. Released Thursday, October 12th. See that you get "The Better Way" without fail!

## "THE SENTINEL ASLEEP"

*(Copyright, 1911, by I. M. P. Co.)*

An incident in the life of Napoleon Bonaparte. On the same reel

## "THE LAST G. A. R. PARADE, ROCHESTER"

And the last parade the Grand Army will ever hold. This makes the reel doubly valuable. Frequent views of President Taft are one of the many interesting features. Released Monday, October 9th.

*Independent Moving Pictures Co. of America.*
*102 W. 101st St., New York. Carl Laemmle, Pres.*
*Pay a little more for Imps. They're worth it!*

Demand Two Imps Every Week

*Sold through Motion Picture Dist. & Sales Co.*

ANNOUNCING THE FIRST OF A GREAT SERIES OF DETECTIVE STORIES, PRODUCED AS ONLY THE "IMP" CAN PRODUCE THEM. THE TITLE OF THIS FIRST STORY IS

# "KING, THE DETECTIVE"

(*Copyright*, 1911, *by I. M. P. Co.*)

Introducing the scientific methods of the modern detective; and weaving in a love story to maintain the heart interest. The story of the thumb prints will enthrall every "picture fan." Make arrangements for an early booking. You'll want the whole series! The first story will be released Thursday, Nov. 2. Succeeding stories to be announced later.

# "HIS DRESS SHIRT"

(*Copyright*, 1911, *by I. M. P. Co.*)

A dainty and short little comedy of the sort that has made the Imp famous all over the world. On the same reel you will get

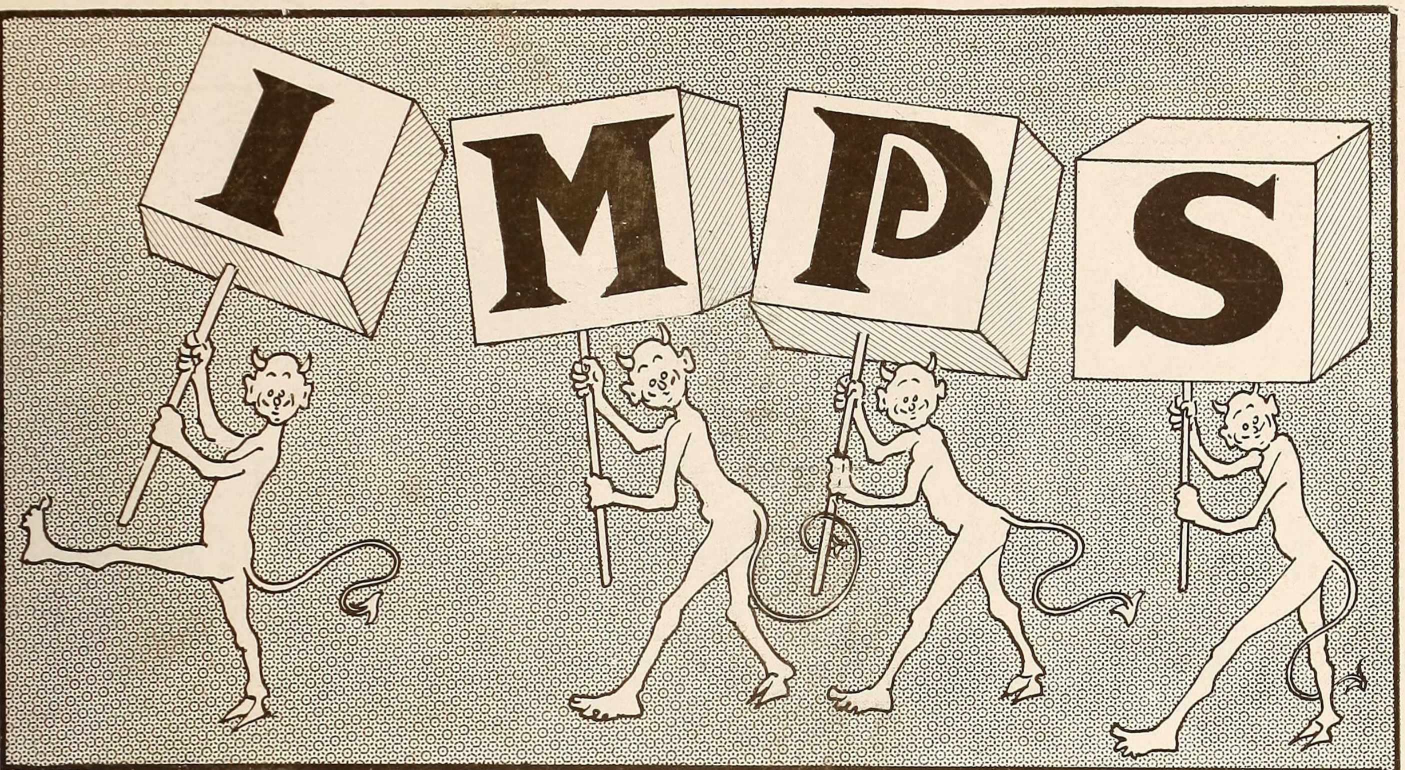
# "STEEPLE-JACK LINDHOLM"

(*Copyright*, 1911, *by I. M. P. Co.*)

A genuine thriller, showing some of the most dare-devilish feats ever performed in mid-air by America's champion steeple-jack. Released Monday, Oct. 30th.

*Independent Moving Pictures Co. of America.*
*102 W. 101st St., New York. Carl Laemmle, Pres.*

*Sold through Motion Picture Dist. & Sales Co.*




# FOUR IMPS ON 3 REELS

Bringing out a "split" reel every Saturday means that we are really producing FOUR different Imp subjects every week—a plan which represents a terrific outlay of money and which you should take fullest advantage of by MAKING SURE YOU GET THE MONDAY IMP, THE THURSDAY IMP AND THE SATURDAY "SPLIT" IMP e-v-e-r-y w-e-e-k! T. T. Lynch, Ottumwa, Iowa, says:—"I think so much of Imps that I have changed the name of my theatre to the "IMP'." Chas. J. Snelling, Alva, Oklahoma, wrote to his exchange, and said: —"What would you want for a 12-reel service and MAKE IT ALL IMPS?" I. Feinstein, Jefferson Theatre, Hoboken, N. J., says:—"Keep up the good work and THREE IMPS A WEEK WON'T BE ENOUGH!"

## "AT THE STROKE OF THREE"

A peach of a love story, thrilling and exciting throughout. Released Monday, December 25th. Copyright 1911. Independent Moving Pictures Co. of America.

## "THE PORTRAIT"

One of the best dramas the Imp ever produced. Original and powerful. Released Thursday, December 28th. Copyright 1911. The Independent Moving Pictures Co. of America.

## "A LESSON TO HUSBANDS"

This is the first half of our Saturday Split of December 30th. On the same reel you will get a corking farce entitled

## "BROKE"

with a real laugh in every one of its 600 feet. Released Saturday, December 30th. Both subjects copyright 1911. The Independent Moving Pictures Co. of America.

HINT:—Be sure of AT LEAST THREE packed houses every week by using THREE IMPS EVERY WEEK. Picture post cards of KING BAGGOT are mighty good souvenirs to give your patrons. Ask about them.

*The Independent Moving Pictures Co. of America.*
*102 W. 101st St., New York. Carl Laemmle, Pres.*

# JUST BEFORE ST. PATRICKS DAY

# "SHAMUS O'BRIEN"

## MARCH 14 A FEATURE IMP MARCH 14

*(Copyright 1912)*

## 2,000 FEET. Three Sheet and One Sheet Posters!

The day you show this Irish classic in your theatre every true Irishman will doff his hat to you. "Shamus O'Brien" is a figure in Irish poetry dear to every son of Erin. The story as the Imp has filmed it deals with heroism, treachery, a man-hunt, capture, death sentence and thrilling escape. Every foot of the film is thrilling, gripping and powerful. We ask the Independent exhibitors of the United States and Canada to demand, demand, demand this magnificent THURSDAY IMP. Released March 14th—three days before the "sivinteenth o' Ma-a-arch."

**EVERY ACTOR IN IT IS IRISH! SO IS O'TURNER, THE PRODUCER!**

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## "A TIMELY REPENTANCE"

*(Copyright 1912)*

The **MONDAY IMP** of **MARCH 11th.** A story which shows how a moving picture show prevented the breaking up of a family. It's a great story and a great boost for moving pictures. **DEMAND IT.**

## "PERCY LEARNS TO WALTZ"

*(Copyright 1912)*

A corking good Imp comedy, released **SATURDAY, MARCH 16th.** Part of the famous **"SATURDAY SPLIT IMP."** The other part of this "split" is called **"DARING FEATS ON U. S. CAVALRY HORSES." DEMAND IT!**

IMP FILMS COMPANY
IMP

**The other day the Imp paid a man to jump off the Brooklyn Bridge. The film will be ready soon. WATCH!**

*IMP FILMS COMPANY,*
*102 West 101st Street, New York. Carl Laemmle, Pres.*
*Sold through Motion Picture Dist. & Sales Co.*

DEMAND 3 IMPS EVERY WEEK

## COMING! COMING!

# "THE LOAN SHARK"

## A TREMENDOUSLY SENSATIONAL IMP.

CHARLES FRANCIS PRESS, NEW YORK

# Majestic

# SHORTS ADVERTS 1911-12

**The Majestic Motion Picture Co.**
145 WEST 45th ST., NEW YORK CITY
*Sold through Motion Picture Dist. & Sales Co.*

# MAJESTIC
# INDEPENDENT FILMS

## A CREDIT TO THE INDUSTRY

We have completed a half dozen quality pictures and are busily engaged every minute turning out more.

Each and every picture we manufacture will be worth while or it will not be placed upon the market.

The photographic quality of each picture produced is equal to any we have seen anywhere.

Careful attention has been given to the selection of scenarios for High Class Comedies, strong heart interest Dramas, and occasional split reels.

Your favorite, Miss Mary Pickford, and Mr. Owen Moore, will appear in our pictures.

We will release two subjects each week commencing the first week in December—perhaps sooner.

We hope for the unanimous support of all Independent exchanges, at the same time assuring incomparable quality.

The management is fully conversant with the requirements of exchanges and exhibitors.

The product of this company will be available through the courtesy of the Motion Picture Distributing and Sales Company.

# The Majestic Motion Picture Co.

**145 West 45th Street, New York City**

TOM D. COCHRANE, GENERAL MANAGER.

# MAJESTIC

## INDEPENDENT FILMS

### IMPROVING WITH EACH PICTURE

SINCE our last announcement we have added two pictures to our collection, and can truthfully state that they are better than our first ones.

There is not a single exchange in the United States or Canada that will not be proud to add these pictures to its service, because they are exactly the class of pictures the Exchanges need and the kind most suitable to Exhibitors.

We are able to attain these splendid results because the interests directly connected with this company, are comprised of men thoroughly familiar with the class of pictures most essential to the betterment of exchange interests.

If the Independent exchanges buy the MAJESTIC PICTURES, they will increase their business, because we will have competent actors and actresses in all pictures, actors and actresses who have made big names for themselves, as well as big reputations for manufacturers, and people whose names will crowd theatres and make exhibitors demand the film.

The MAJESTIC is endeavoring to look far into the future of the entire industry rather than thinking of its own immediate welfare.

THE MAJESTIC cannot presume to carry out these ideas alone. It must have the combined support of all manufacturers who care for the future of the moving picture industry.

**OUR FIRST FIVE RELEASES**

"THE COURTING OF MARY"—A high class comedy.
"LOVE HEEDS NOT SHOWERS"—Another high class comedy.
"THE ULTIMATE END"—A strong problem newspaper drama.
"THE CADDIE'S DREAM"—A comedy—full of laughs.
"THE ROSE OF YESTERDAY"——An occult drama of very strong heart interest.

"LITTLE MARY" AND OWEN MOORE
Miss Mary Pickford and Mr. Owen Moore will positively appear in Majestic Pictures, and they show at their very best in the above pictures.

**OUR FIRST RELEASE, SUNDAY, NOVEMBER 26th**

## "THE COURTING OF MARY"

A SPLENDID HIGH CLASS COMEDY WITH
MARY PICKFORD AND OWEN MOORE AT THEIR VERY BEST.

PLACE YOUR ORDER WITH THE MOTION PICTURE DISTRIBUTING & SALES CO. AT ONCE, AND NOTIFY US AT THE SAME TIME.

## The Majestic Motion Picture Co.

**145 West 45th Street, New York City**

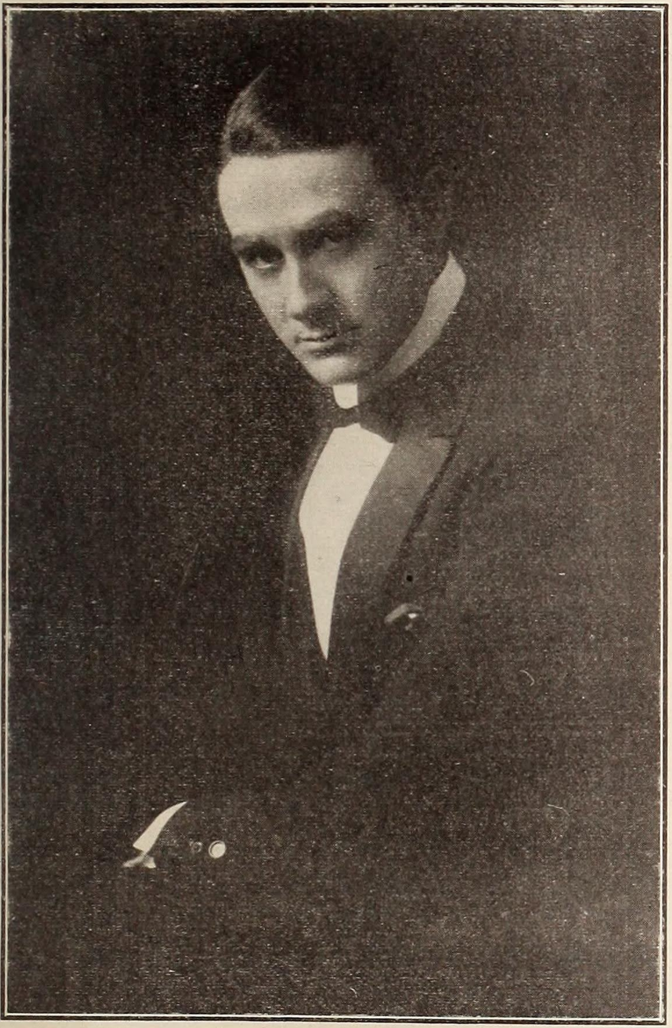
TOM D. COCHRANE, General Manager.

# THE FIRST MAJESTIC

RELEASE WILL BE

## SUNDAY, NOVEMBER 26th

REGULAR SUNDAY RELEASES THEREAFTER



MR. OWEN MOORE

MISS MARY PICKFORD

## "The Courting of Mary"

Mischievous Mary and woman-hating Owen, scions of neighboring estates, are brought together in married bliss by the wiles of ever industrious Cupid.

Mary's Uncle, although seemingly severe, has a tenderness for a spinster of interesting, although an uncertain, age. The spinster will not accept Uncle until "that child" is safely married off first. This highly commendable result is finally attained through a chain of ludicrous and entertaining adventures.

## The Majestic Motion Picture Co.

TOM D. COCHRANE, General Manager. **145 W. 45th St., NEW YORK CITY**

PLACE YOUR ORDER WITH THE MOTION PICTURE DISTRIBUTING & SALES CO.

# The MAJESTIC

## Positively Will Be a Valuable and an Essential Addition to the Present Splendid Output of the Motion Picture Distributing & Sales Co.

¶ We say this advisedly and truthfully, because we know good films when we see them. We see the product of other manufacturers, as well as our own and we are contented.

¶ We know of no Independent Exchange that is not anxious and willing to improve its service to the extent of satisfying its present customers as well as taking over many from our common friend, "the enemy."

¶ We know of no Exhibitor who would willingly overlook the opportunity to increase his patronage.

¶ With these thoughts in mind, we are working very hard and have good reason to believe that the Exhibitors and Independent Exchanges will appreciate our efforts when once they see our product.

**LET THE SCREEN TELL THE STORY**

**FIRST RELEASE**

**SUNDAY, NOVEMBER 26th**

***"The Courting of Mary"***

*A HIGH CLASS COMEDY*

PLACE YOUR ORDER THROUGH THE SALES CO.

**THE MAJESTIC MOTION PICTURE CO.**

TOM D. COCHRANE, General Manager

145 WEST 45th STREET NEW YORK CITY

# The MAJESTIC

FIRST RELEASE DAY

## *Sunday, November 26th*

## "THE COURTING OF MARY"

A HIGH-CLASS COMEDY

## *Sunday, December 3rd*

## "LOVE HEEDS NOT SHOWERS"

A HIGH-CLASS COMEDY

## *Sunday, December 10th*

## "THE ULTIMATE END"

A STRONG NEWSPAPER DRAMA

BY SPECIAL REQUEST

## *Sunday, December 17th*

## LITTLE MARY PICKFORD in "LITTLE RED RIDING HOOD"

In which "Mary" embodies the many graces of happy, carefree childhood. We make this our Christmas picture because Christmas more than any other is the children's holiday. Almost every child old enough to read knows this famous Nursery Rhyme by heart.

EVERY EXHIBITOR SHOULD BOOK THIS SUBJECT AT ONCE AND ADVERTISE IT WELL, thereby inducing thousands of parents to give their children, at small cost,

A LARGE CHRISTMAS TREAT

**THE MAJESTIC MOTION PICTURE CO.**

**145 WEST 45th STREET NEW YORK CITY**

*Sold through Motion Picture Distributing and Sales Co.*

# The MAJESTIC

**Desires to publicly thank the Exchanges which have placed standing orders for MAJESTIC PICTURES**

¶ THE EXCHANGES have placed their orders without the formality of seeing our product—we are doubly thankful for this confidence and consequently cannot and will not disappoint them.

¶ THE EXHIBITORS should not hesitate to cooperate with all exchanges which constantly strive to improve the Independent Service.

¶ Ninety per cent of our pictures will be high class comedy and split reels.

¶ THE FIRST MAJESTIC, "THE COURTING OF MARY," will be released on Sunday, November 26th, and the many friends of LITTLE MARY PICKFORD and OWEN MOORE will have the opportunity of renewing their acquaintance with these favorites.

SECOND MAJESTIC RELEASE—December 3
"LOVE HEEDS NOT SHOWERS"

THIRD MAJESTIC RELEASE—December 10
"THE ULTIMATE END"

FOURTH MAJESTIC RELEASE—December 17
"LITTLE RED RIDING HOOD"

EXHIBITORS—DO YOUR BOOKING IN ADVANCE

## THE MAJESTIC MOTION PICTURE CO.

145 WEST 45th STREET NEW YORK CITY

*Sold through Motion Picture Dist. & Sales Co.*

# The MAJESTIC

¶ Will make its initial release to the moving picture public Sunday, Nov. 26th, and earnestly solicits intelligent criticism from discriminating exhibitors that it may improve its product, if improvement is necessary.

¶ THE MAJESTIC COMPANY again wishes to thank the exchanges for their increased orders, and to state that no effort whatever will be spared to make MAJESTIC PICTURES the best produced.

¶ THE MANAGEMENT is prepared to announce its date for the release of TWO MAJESTICS A WEEK, the moment the exhibitors place their stamp of approval upon its efforts to improve the quality of the Independent pictures.

¶ THE PRODUCTION of Majestic pictures is in the capable hands of OWEN MOORE and DAVID MILES, who are surrounded by a most carefully selected company—Little Mary Pickford, Mabel Trunnelle, Anita Hendrie, Amy Oliver, Edna Rogeta, Herbert Prior, George Loane Tucker, C. De Cordeba, Paul Scardon and Chas. Craig.

## A Handsome Photo of Little Mary

¶ The most beautiful photograph ever taken of your favorite, Little Mary Pickford, will appear on the front cover of THE NEW YORK DRAMATIC MIRROR, December 5th. This photograph was taken by Bangs, of New York, and is a work of Art. We recommend to every exhibitor in the country that a liberal display of these pictures on the day Majestic Pictures are shown, will add greatly to the receipts.

We have been obliged to change the release dates of two of our subjects—transferring "THE ULTIMATE END" from December 10th to December 24th, and substituting "KEEPING MABEL HOME," a high class comedy, for December 10th

| | | |
|---|---|---|
| FIRST RELEASE— | | Nov. 26th, "THE COURTING OF MARY"—High Class Comedy. |
| SECOND | " | Dec. 3rd, "LOVE HEEDS NOT SHOWERS"—High Class Comedy. |
| THIRD | " | Dec 10th, "KEEPING MABEL HOME"—High Class Comedy. |
| FOURTH | " | Dec. 17th, "LITTLE RED RIDING HOOD"—Nursery Rhyme. |
| FIFTH | " | Dec. 24th, "THE ULTIMATE END"—Strong Drama. |

## THE MAJESTIC MOTION PICTURE CO.

TOM D. COCHRANE, General Manager

**145 WEST 45th STREET** **NEW YORK CITY**

*Sold through Motion Picture Dist. & Sales Co.*

DEC 13 1911

# The MAJESTIC

Will release two subjects each week beginning in early January.

We have overcome the many difficulties experienced by every new company, and each new picture will note a step in our progress.

An absolutely necessary requirement in producing a good picture is a strong scenario. We have been particularly fortunate in securing the work of able and thoughtful writers, conversant with the needs of the moving picture business.

Dec. 10th—"KEEPING MABEL HOME" Approx. 1,000 Ft.

Intrducing MABEL TRUNNELLE and HERBERT PRIOR, former Edison stars, in a delightful comedy with a clever plot. Mabel's parents plan a trip abroad to secure a duke for her; the handsome lover, disliked by parents, plans to defeat them by a clever ruse. See the crazy duke, watch him eat! Note the funny situations and how the handsome lover wins Mabel.

## CHRISTMAS PICTURE—By Special Request

Dec. 17th—"LITTLE MARY PICKFORD" in "LITTLE RED RIDING HOOD" Approx. 1,000 Ft.

An appropriate Christmas picture for the children—a clever portrayal of the famous Nursery Rhyme—showing Mary taking "goodies" to her Granny—followed by the terrible wolf—reaching Granny's home to find Granny eaten by the wolf—calling of the woodsmen to dispose of the wolf—and the awakening of Mary from her dream.

Dec. 24th "THE ACTRESS" Approx. 1,000 Ft.

A strong emotional story, showing MABEL TRUNNELLE *as the Actress*, whose duty calls her to portray a lighted-hearted character on the stage, while at home her child lies at death's door. This film is one of the strongest yet produced and will be a big feature wherever it is shown.

## A SPLIT COMEDY REEL

Dec. 31st—"THE CADDY'S DREAM" Approx. 400 Ft.

A farce comedy, showing how it took 20 years for a clever caddy to find the golf ball and the ridiculous situations in which the lovers are placed, while growing from youth to old age. A real, sure laugh and a hearty one.

Dec. 31st—"WILL YOU MARRY ME?" Approx. 600 Ft.

Another farce comedy, showing the determination of the young fellow to get married—he proposes to every girl he meets and is finally tricked by the girl he loves.

## THE MAJESTIC MOTION PICTURE CO.

TOM D. COCHRANE, GENERAL MANAGER

145 WEST 45th STREET NEW YORK CITY

*Sold through Motion Picture Dist. & Sales Co.*

# THE MAJESTIC

Has a perfect right to expect unqualified support from every buying exchange in the country.

It entered the Independent market under the most trying conditions any manufacturer was ever called upon to face—conditions which almost precluded the possibility of profit.

It has made three releases with a reasonable degree of success, and the subsequent releases will prove conclusively to every exchange and exhibitor that THE MAJESTIC is second to none in the Independent market.

It is now releasing one subject each week—ONE GOOD ONE—and beginning January 7th will release two-a-week—TWO GOOD ONES.

It will then concentrate every effort on ONLY two good ones each week.

**Five First Class Quality Pictures. New and Novel Plots :: :: Perfect Photography—Acting Above Criticism :: ::**

## INDEPENDENT Release Dates

**MAJESTIC**

Nov. 26—The Courting of Mary (Com.)....1000
Dec. 3—Love Heeds Not Showers (Com.)..1000
Dec. 10—Keeping Mabel Home (Com.).....1000
Dec. 17—Little Red Riding Hood (Juvenile).1000
Dec. 24—The Actress (Dr.).................1000
Dec. 31—The Caddy's Dream (Com.)....... 385
Dec. 31—Will You Marry Me? (Com.)..... 615
Jan. 7—Training a Husband (Com.).......1000

## Dec. 17 CHRISTMAS PICTURE—By Special Request

LITLE MARY PICKFORD in

### "Little Red Riding Hood"

An appropriate Christmas picture for the children—a clever portrayal of the famous Nursery Rhyme—showing Red Riding Hood taking "goodies" to her Granny—followed by the terrible wolf—reaching Granny's home to find Granny eaten by the wolf—calling of the woodsmen to dispose of the wolf—and the awakening of Red Riding Hood from her dream.

## Dec. 24 "The Actress"

A strong emotional story, showing MABEL TRUNNELLE *as the actress*, whose duty calls her to portray a light-hearted character on the stage, while at home her child lies at death's door. This film is one of the strongest yet produced and will be a big feature wherever it is shown.

### A SPLIT COMEDY REEL

## Dec. 31 "The Caddy's Dream" 385 Feet

A farce comedy, showing how it took 20 years for a clever caddy to find the golf ball and the ridiculous situations in which the lovers are placed, while growing from youth to old age. A real, sure laugh and a hearty one.

## Dec. 31 "Will You Marry Me?" 615 feet

Another farce comedy, showing the determination of the young fellow to get married—he proposes to every girl he meets and is finally tricked by the girl he loves.

## Jan. 7th "Training A Husband"

A clever comedy reel—the husband does not like his wife's cooking—wants his mother to cook a meal for him. She does, then he says he can cook better than either one of them—gets his stenographer to do it for him, then claims credit—is found out and then he gets what is coming to him.

**Two Good Majestics a Week beginning January 7th**

## THE MAJESTIC MOTION PICTURE CO.

**145 WEST 45th STREET**

**NEW YORK CITY**

*Sold through Motion Picture Dist. & Sales Co.*

# THE TWO **Majestics** EACH WEEK

Are pictures of quality that have strengthened the service of Independent Exchanges to the extent that Independent Exhibitors now have the best programme in the history of life motion pictures.

## Two Majestics a Week

FRIDAY, JANUARY 26

### That Expensive Ride

a comedy showing how a supposed injury works on the mind of a husband, who deprives his family of the necessities of life to keep in comfort one who might sue him for heavy damages—interesting and funny complications at the finish.

Approx. length 960 ft.

SUNDAY, JANUARY 28

### A Mother's Sacrifice

a great big, sympathetic heart-throb of a comedy drama—a story that carries an idea seldom used in pictures—that the happiness of the next generation must be secured even at the cost of grief.

Approx. length 960 ft.

FRIDAY, FEBRUARY 2d,—Split Comedy Reel—"AN OLD LADY OF TWENTY," "LUCKY MAN."

SUNDAY, FEBRUARY 4th, "A GAME FOR TWO"—Comedy

FRIDAY, FEBRUARY 9th, "HONOR THY FATHER"—Dramatic

SUNDAY, FEBRUARY 11th, "ARRESTING FATHER"—Comedy

Every Exhibitor should insist on TWO MAJESTICS EACH WEEK.

## The Majestic Motion Picture Co.

145 WEST 45th ST., NEW YORK CITY

*Sold through Motion Picture Dist. & Sales Co.*

FAMOUS PLAYERS

SUPREME PHOTOPLAYS A YEAR

# FAMOUS PLAYERS FILM COMPANY ADVERTS 1913

"30 FAMOUS FEATURES A YEAR"

A CIRCLE has no end—neither has Famous Players Success.

A DRAMA WITH HEART INTEREST

CUPID THE BURGLAR

*Daniel Frohman Presents*

# "IN THE BISHOP'S CARRIAGE"

*By Miriam Michelson Published by Bobbs Merrill Co.*

WITH

## MARY PICKFORD

IN MOTION PICTURES

**Released September 10th**

A fascinating drama of the underworld that approaches tragedy and ends in romance—an interesting combination of the thrilling incidents and dramatic episodes of the subject.

**"IN THE BISHOP'S CARRIAGE"**

IN THREE PARTS

is a strong "vehicle" for Mary Pickford's Charming Art,

**Produced by the**

"30 FAMOUS FEATURES A YEAR"

# FAMOUS PLAYERS

EXECUTIVE OFFICES
TIMES BUILDING
NEW YORK

ALL ROUND the universe— Famous Players Fame!

"30 FAMOUS FEATURES A YEAR"

# EXHIBITORS

:an obtain bookings in their respective territories for Mrs. Fiske in "Tess of the D'Urbervilles," "In the Bishop's Carriage," presenting Mary Pickford, and

## FORTHCOMING RELEASES:

**Henry E. Dixey in 'Chelsea 7750"**

**Lillie Langtry in 'His Neighbor's Wife"**

**Laura Sawyer in "An Hour Before Dawn"**

**James O'Neill in "The Count of Monte Cristo"**

ınd all future "Famous Features" from the exchanges that have contracted for our entire annual output, listed as follows:

| | |
|---|---|
| **'amous Players Film Co. of New England**<br>**Iarry Asher, Gen'l Mgr.**<br>**ɔ0 Boylston St. Boston, Mass.** | MAINE<br>NEW HAMPSHIRE<br>VERMONT<br>MASSACHUSETTS<br>CONNECTICUT<br>RHODE ISLAND |
| **'amous Players Exchange, Masonic Temple Bldg., 23d St. cor. 6th Ave., New York City.** PHILADELPHIA OFFICE 1331 VINE STREET. | NEW JERSEY<br>AND<br>EASTERN<br>PENNSYLVANIA |
| **'he Casino Co., Dimes Bank Bldg., Detroit, Mich.** | MICHIGAN |
| **'amous Players Film Service Co.**<br>**:hattanooga, Tenn.** | NORTH CAROLINA<br>SOUTH CAROLINA<br>GEORGIA FLORIDA<br>ALABAMA TENNESSEE<br>MISSISSIPPI LOUISIANA |
| **'rogressive Motion Picture Co.**<br>**Pacific Bldg.**<br>**San Francisco, Calif.** | CALIFORNIA<br>NEW MEXICO<br>NEVADA<br>ARIZONA<br>OREGON<br>WASHINGTON |
| **Wm. L. Sherry Feature Film Co.**<br>**Wm. L. Sherry, Pres.**<br>**Times Bldg., New York City** | ENTIRE<br>STATE<br>OF<br>NEW<br>YORK |
| **Famous Players Film Service,**<br>**Jas. Steele, Gen'l Mgr.**<br>**125 4th Ave., Pittsburgh, Pa.** | WESTERN<br>PENNSYLVANIA<br>WEST VIRGINIA<br>OHIO KENTUCKY |
| **New Grand Central Theatre Co., Grand & Lucas Ave., St. Louis, Mo.** | MISSOURI |
| **Southern Feature Film Programme Assn.**<br>**Royal Theatre Bldg., San Antonio, Texas** | ARKANSAS<br>OKLAHOMA<br>TEXAS |
| **Famous Players Film Service**<br>**Bert Barnett, Gen'l Mgr.,**<br>**Temple Court Bldg., Minneapolis, Minn.** | MINNESOTA<br>NORTH DAKOTA<br>SOUTH DAKOTA<br>WISCONSIN |
| **Kansas City Feature Film Co.**<br>**A. D. Flintom, Gen'l Mgr., Gayety Theatre Bldg., Kansas City, Mo.** | IOWA<br>KANSAS<br>NEBRASKA |
| **Notable Feature Film Co.**<br>**612 Judge Building, Salt Lake City, U.** | COLORADO IDAHO<br>WYOMING MONTANA<br>UTAH |

XCHANGEMEN: During the week Wisconsin joined the STATES UNITED for "Famous Players Success." Soon all the following states will join the progressive list. Don't you want to be first in

DELAWARE MARYLAND — DIST. OF COL. VIRGINIA — ILLINOIS INDIANA — DOMINION OF CANADA

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DANIEL FROHMAN MANAGING DIRECTOR

"30 FAMOUS FEATURES A YEAR"

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RIDE TO SUCCESS— "IN THE BISHOP'S CARRIAGE."

A "FLASH" OF GENIUS Illuminates

FAMOUS PLAYERS

EXECUTIVE OFFICES
TIMES BUILDING
NEW YORK

"30 FAMOUS FEATURES A YEAR"

Another group of states have joined the progressive list during the past week. Success is contagious.

"30 FAMOUS FEATURES A YEAR"

# EXHIBITORS

can obtain bookings in their respective territories for Mrs. Fiske in "Tess of the D'Urbervilles," "In the Bishop's Carriage," presenting Mary Pickford, and

## FORTHCOMING RELEASES:

**Henry E. Dixey in "Chelsea 7750"**

**Lillie Langtry in "His Neighbor's Wife"**

**Laura Sawyer in "An Hour Before Dawn"**

**James O'Neill in "The Count of Monte Cristo"**

and all future "Famous Features" from the exchanges that have contracted for our entire annual output, listed as follows:

**Famous Players Film Co. of New England**, Harry Asher, Gen'l Mgr., 00 Boylston St. Boston, Mass. — MAINE, NEW HAMPSHIRE, VERMONT, MASSACHUSETTS, CONNECTICUT, RHODE ISLAND

**Famous Players Exchange**, 3d St. cor. 6th Ave., N. Y. C. Phila. Office, 1331 Vine St. — NEW JERSEY AND EASTERN PENNSYLVANIA

**The Casino Co.**, Dimes Bank Bldg., Detroit, Mich. — MICHIGAN

**Famous Players Film Service Co.** Chattanooga, Tenn. — NORTH CAROLINA, SOUTH CAROLINA, GEORGIA, FLORIDA, ALABAMA, TENNESSEE, MISSISSIPPI, LOUISIANA

**Progressive Motion Picture Co.** Pacific Bldg. San Francisco, Calif. — CALIFORNIA, NEW MEXICO, NEVADA, ARIZONA, OREGON, WASHINGTON

**Kansas City Feature Film Co.** A. D. Flintom, Gen'l Mgr., Gayety Theatre Bldg., Kansas City, Mo. — IOWA, KANSAS, NEBRASKA

**Wm. L. Sherry Feature Film Co.** Wm. L. Sherry, Pres. Times Bldg., New York City — ENTIRE STATE OF NEW YORK

**Famous Players Film Service**, Jas. Steele, Gen'l Mgr. 125 4th Ave., Pittsburgh, Pa. — WESTERN PENNSYLVANIA, WEST VIRGINIA, OHIO, KENTUCKY

**New Grand Central Theatre Co.**, Grand & Lucas Ave., St. Louis, Mo. — MISSOURI

**Southern Feature Film Program Assn.** Royal Theatre Bldg., San Antonio, Texas — ARKANSAS, OKLAHOMA, TEXAS

**Famous Players Film Service** Bert Barnett, Gen'l Mgr., Temple Court Bldg., Minneapolis, Minn. — MINNESOTA, NORTH DAKOTA, SOUTH DAKOTA, WISCONSIN

**Notable Feature Film Co.** 612 Judge Building, Salt Lake City, U. — COLORADO, WYOMING, UTAH, IDAHO, MONTANA

**Famous Players Feature Corp., 28 West Lexington St., Baltimore, Md.**
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EXCHANGEMEN: The Famous Feature Program is making all kinds of a sensation throughout all the states in which it is presented. It will do the same in
ILLINOIS INDIANA DOMINION OF CANADA

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MANAGING DIRECTOR

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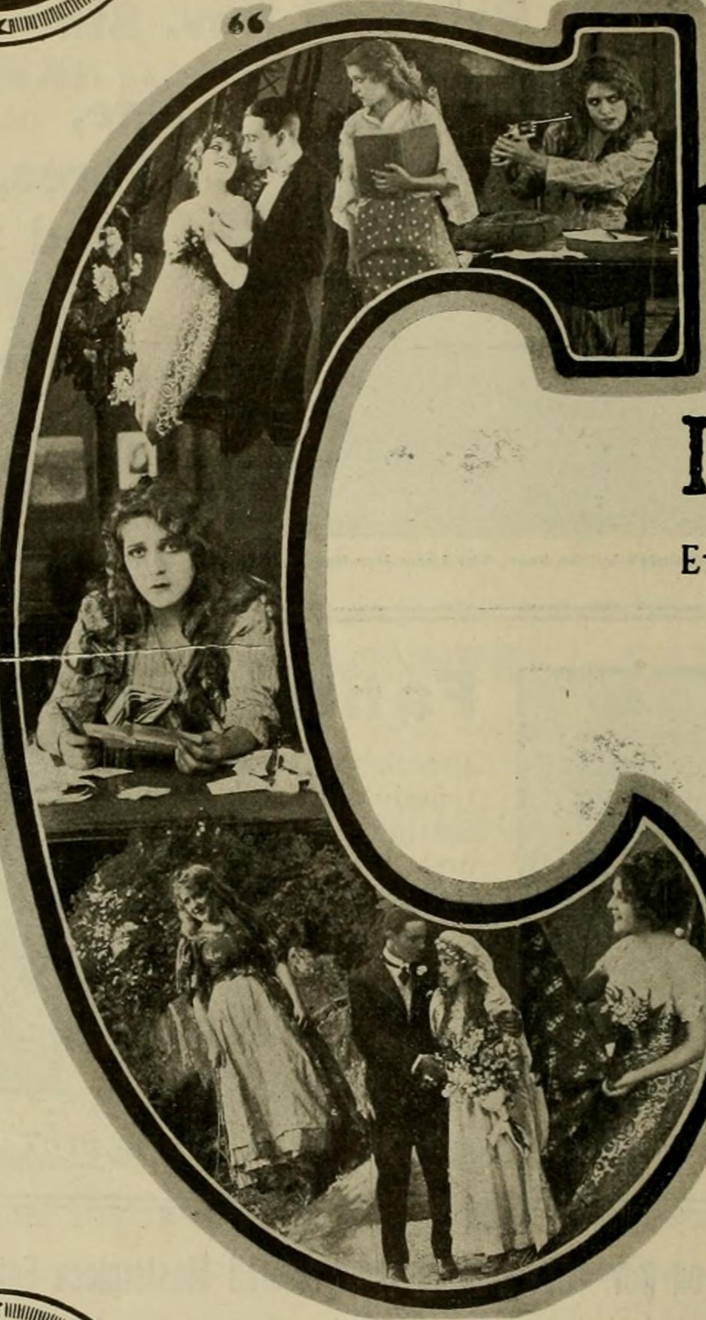
"30 FAMOUS FEATURES A YEAR"

DANIEL FROHMAN PRESENTS

Mrs. Fiske's Famous Success

# "CAPRICE"



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## MARY PICKFORD

Supported By

Ernest Truax and Owen Moore

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A delightful comedy-drama of society, love and the great out-doors — a sweet play proving the pleasant truth that love levels all — an echo of the hills mingled with the voice of the city.

To say that Mary Pickford is anything but inimitable in this captivating role is not telling the whole truth. Her dainty art and lovable manner punctuates the film with many exclamation points !

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IN FOUR REELS

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# FAMOUS PLAYERS

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MARY PICKFORD IN ANOTHER CHARMING ROLE

"30 FAMOUS FEATURES A YEAR"

# EXHIBITORS

can obtain bookings in their respective territories for Mrs. Fiske in "Tess of the D'Urbervilles," "In the Bishop's Carriage," presenting Mary Pickford; Henry E. Dixey in "Chelsea 7750," Lillie Langtry in "His Neighbor's Wife," "An Hour Before Dawn," with Laura Sawyer and House Peters, James O'Neill in "The Count of Monte Cristo"

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**Famous Players Film Service Co., Chattanooga, Tenn.**
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**Progressive Motion Picture Co., Pacific Bldg., San Francisco, Calif.**
**302 Marsh-Strong Bldg., Los Angeles, Cal., and 240 Central Bldg., Seattle, Wash.**
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**Kansas City Feature Film Co., A. D. Flintom, Gen'l Mgr., Gayety Theatre Bldg., Kansas City, Mo.**
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**Famous Players Film Service, Jas. Steele, Gen'l Mgr., 125 4th Ave., Pittsburgh, Pa.**
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**Famous Players Film Service, Bert Barnett, Gen'l Mgr., Temple Court Bldg., Minneapolis, Minn.**
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A marine detective drama, with Laura Sawyer

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"30 FAMOUS FEATURES A YEAR"

Mary Pickford in a distinctly new characterization

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# HEARTS

A Romance
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IN "HEARTS ADRIFT," Ma
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and strikes a strong note o
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A romance of the sea, with a deep human undercurrent

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angled Lives,
ith the Mist
Sea.

NINA'S LAST SACRIFICE

LOVE AWAKENS IN NINA'S HEART FOR HER FELLOW CASTAWAY

or is seen in a distinctly new role,
w, who leads a primitive life on a
ers another castaway, for whose
r sacrifices her life. The pathos of
m and the surging, changing tides
Pickford's charming and delicate por-
dramatic power in this production,
n he supreme sacrifice which is the

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Mary Pickford, the most popular motion picture star, in a surprising characterization.

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# MARY PI
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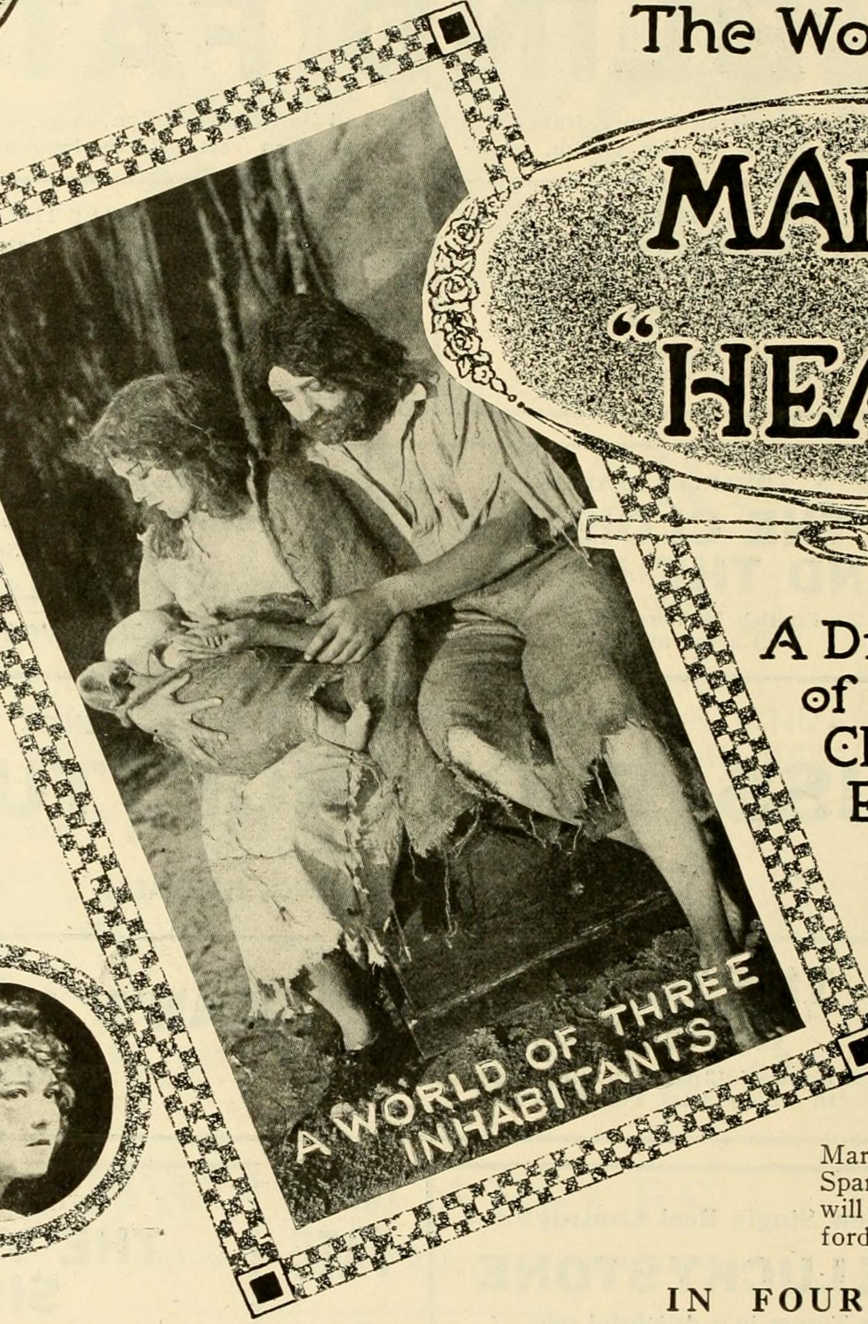
# "HEARTS



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Mary Pickford endows th
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will alternately amaze an
ford triumph!

IN FOUR REELS — RE

"30 FAMOUS FEATURES A YEAR"

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"Hearts Adrift," a tender but powerful romance of tangled lives.

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# CKFORD
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# ADRIFT"

Shifting Sands
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character of Nina, the little
savagery and gentleness that
charm. Another Mary Pick-

EASED FEBRUARY 10th

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"30 FAMOUS FEATURES A YEAR"

One of the greatest triumphs of David Belasco's producing genius.

DANIEL
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# DAVID B

The Famous Mo

# "A GOOD LI

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# MARY P

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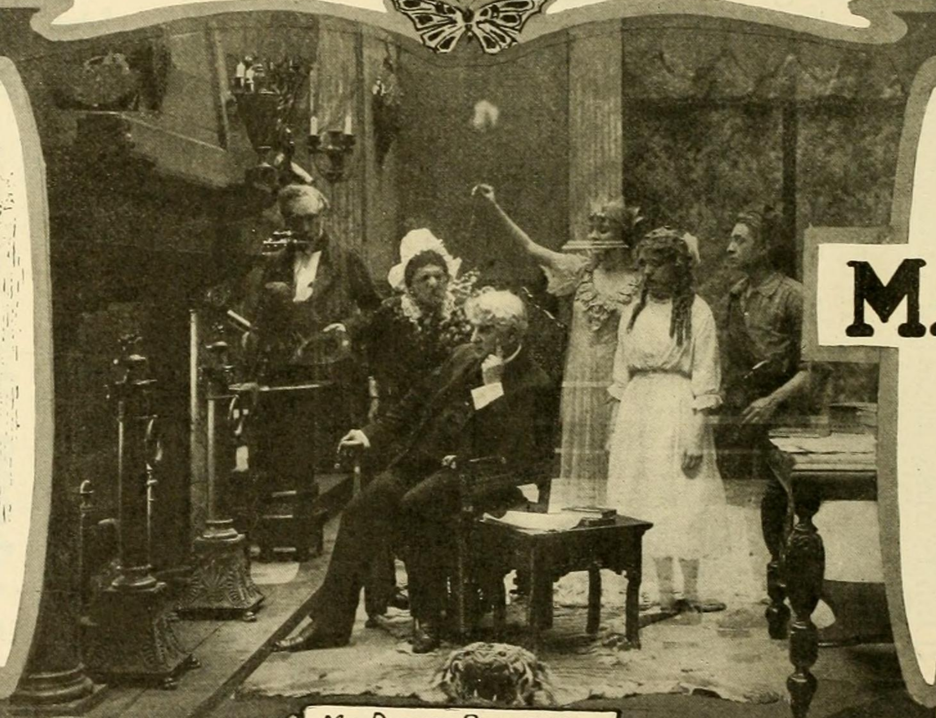

MR. DAVID BELASCO VISUALIZING A SCENE IN "A GOOD LITTLE DEVIL".

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The play that captivated New York—poetry and fantasy, mingled with reality.

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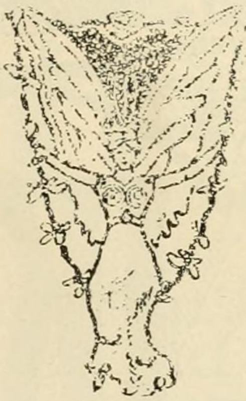

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TTLE DEVIL"

The French
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CKFORD

NORRIS
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Reels,
March 1st

FAIRIES PREFER OLD ATTICS TO PALACES.

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MR. DAVI
VISUALIZI
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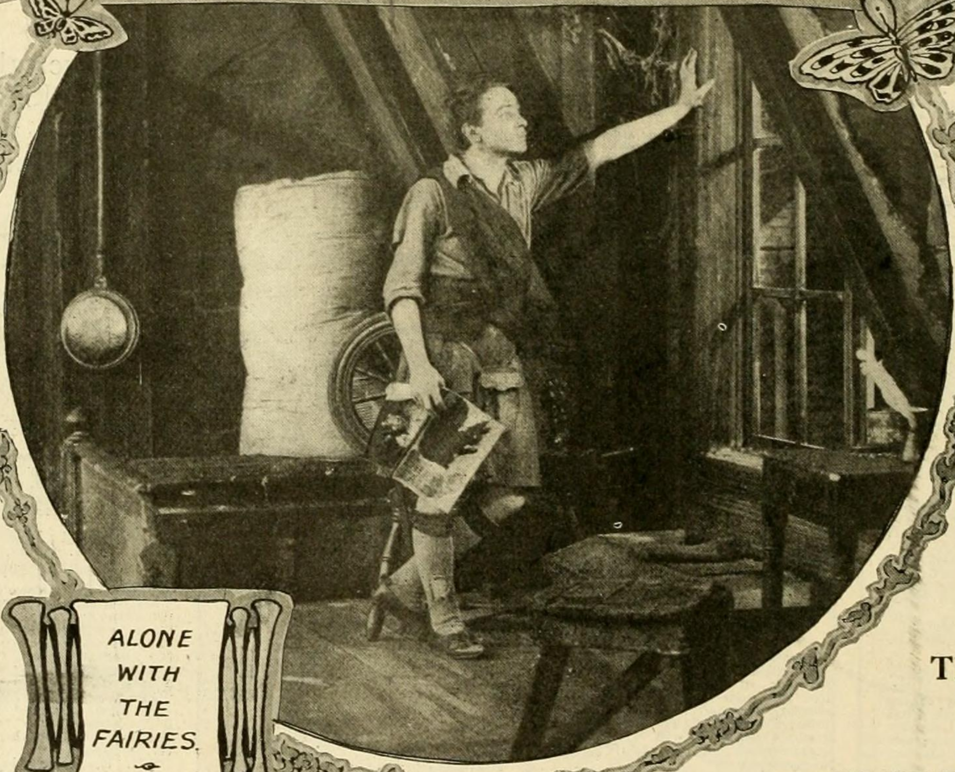
# "A GOOD LI



ALONE WITH THE FAIRIES.

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The greatest artis
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BELASCO A SCENE ...TLE DEVIL"

The Famous Modern Fairy Play—
The Master Stroke of David Belasco's Producing Genius.

# ...TTLE DEVIL"

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... All-Star
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...Norris and
... Truex

...PICTURES
...drama of the present
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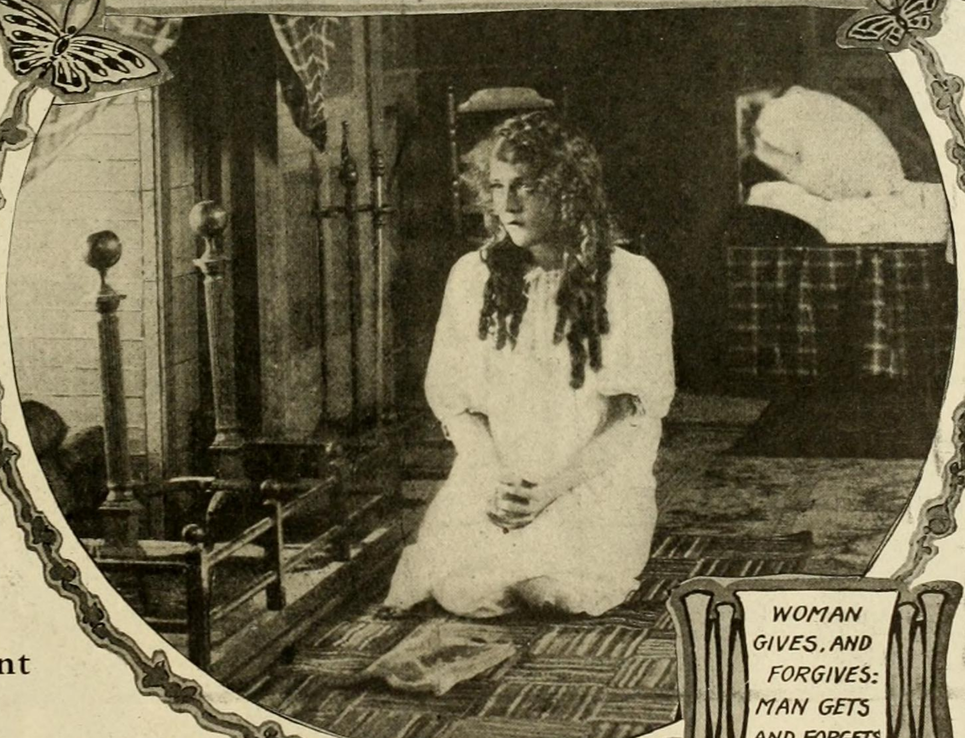

WOMAN GIVES, AND FORGIVES: MAN GETS AND FORGETS

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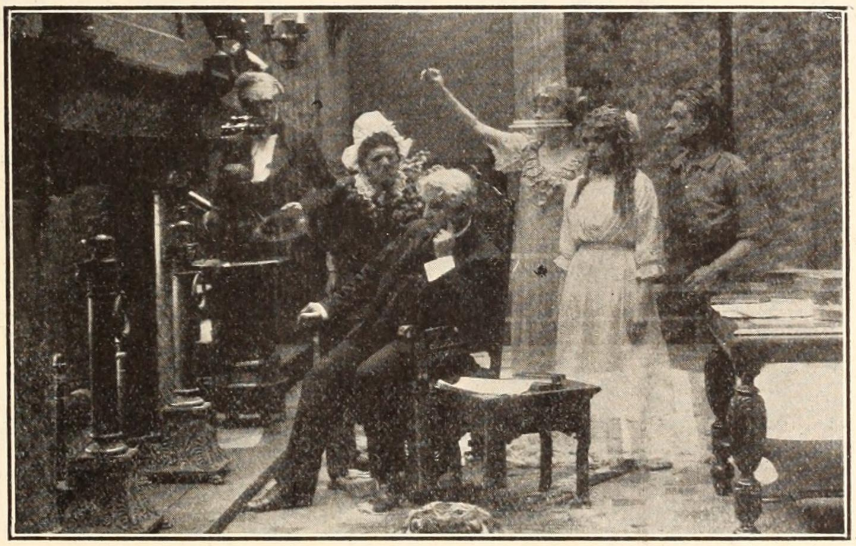
The Famous Modern Fairy Play

# "A Good Little Devil"

Adapted from the French by Austin Strong
with David Belasco's Original All-Star Cast, including
MARY PICKFORD
William Norris and Ernest Truex



Mr. David Belasco Visualizing a Scene from "A Good Little Devil"

IN FIVE REELS Released March 1st

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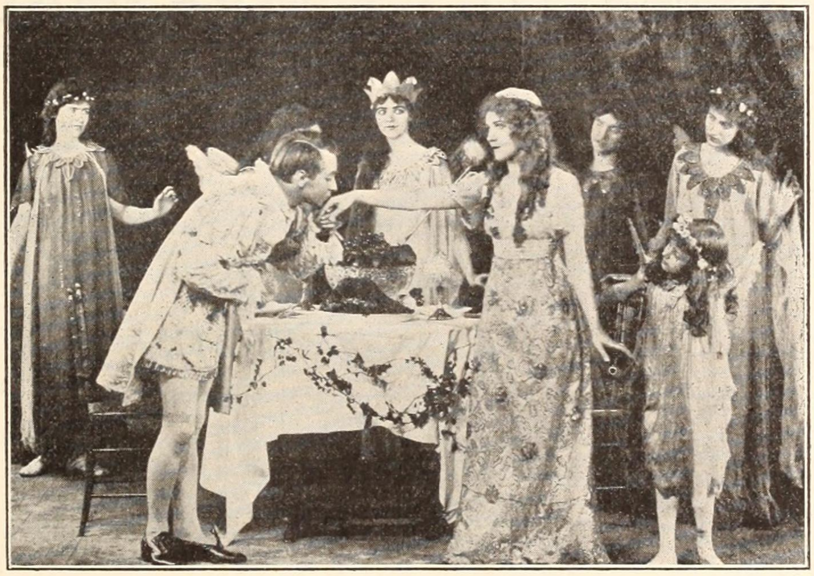

Fairies Prefer Old Attics to Palaces.

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A dramatic triumph greater than any that has yet distinguished Mary Pickford's phenomenal career.

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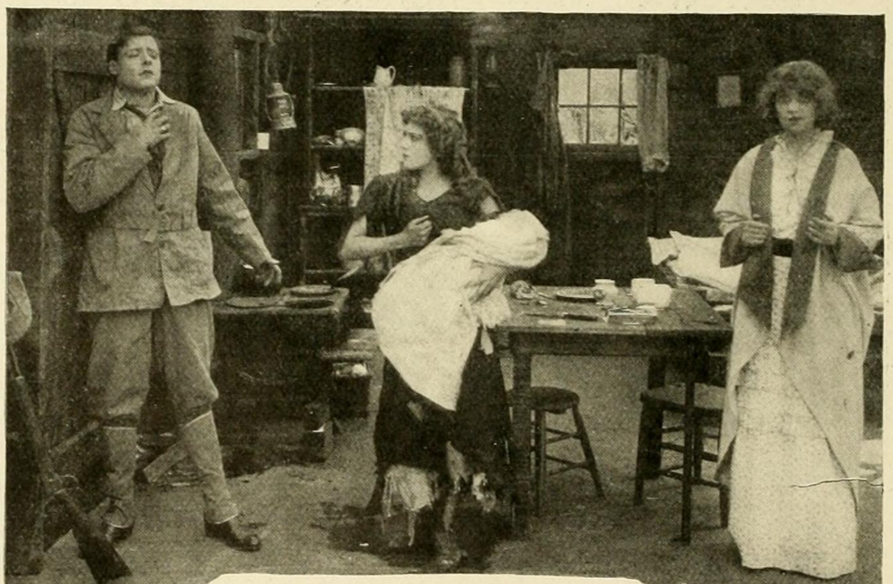
America's Most Famous Film Actress,

# MARY PICKFORD

In The Famous Tale of a Woman's Heroism,

# "TESS of the



"IT'S MY BRAT I TELLS YER!"

"Tess of the Storr
Country," th
drama of a woman'
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written by a woma
knows her sex, wi
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other half. Tess
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modern condition
Mary Pickford a
dirty but beautifu
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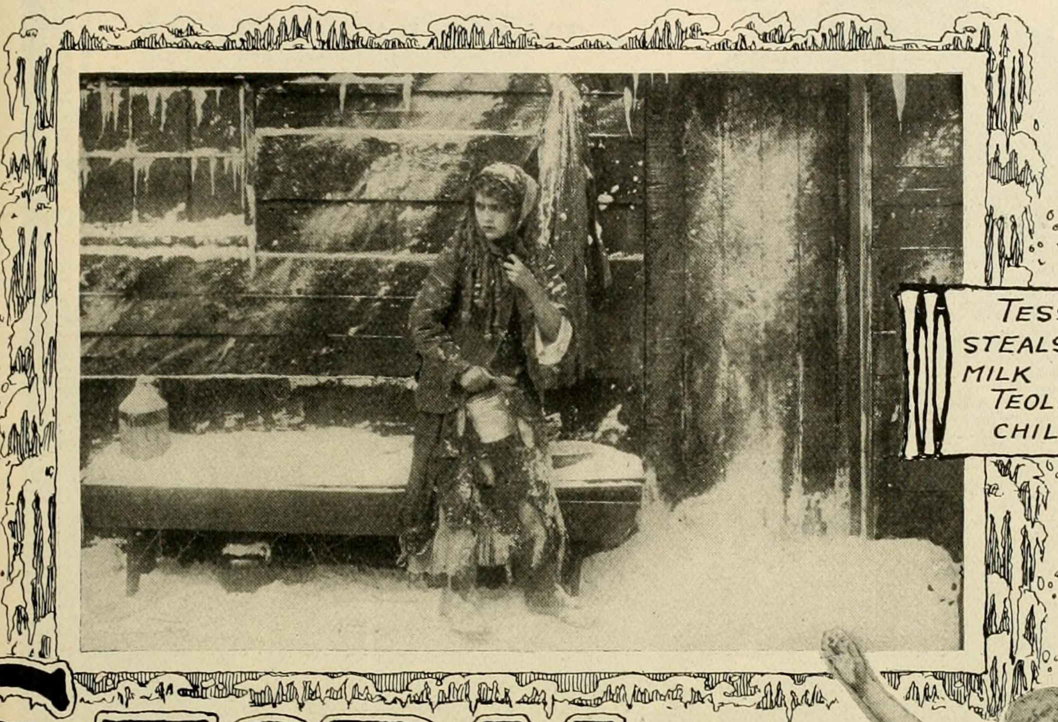
A number of thrills, mingled with the sweetest of human traits —compassion.



TESS STEALS THE MILK FOR TEOLA'S CHILD.

# "STORM COUNTRY"

*By Grace Miller White*

In Motion Pictures.

faith,
who
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with her
of life, at once humor-
one of the most pow-
tions ever conceived. Tess is an elemental
hood, a primitive heart struggling with
and the delicate tortures of civilization.
"Tess," the ragged little "squatter" girl,
rude, willful, saucy, but noble and self-sac-
portrayal of inexhaustible fascination.

*In four reels*
*Released*
*March 20th.*

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COMING: William Farnum in "The Redemption of David Corson."

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America's Most Famous Film Actress,

# MARY PICKFORD

In The Famous Tale of a Woman's Heroism,

# "TESS of The STORM COUNTRY"

*By Grace Miller White*

In Motion Pictures.

Released March 30th

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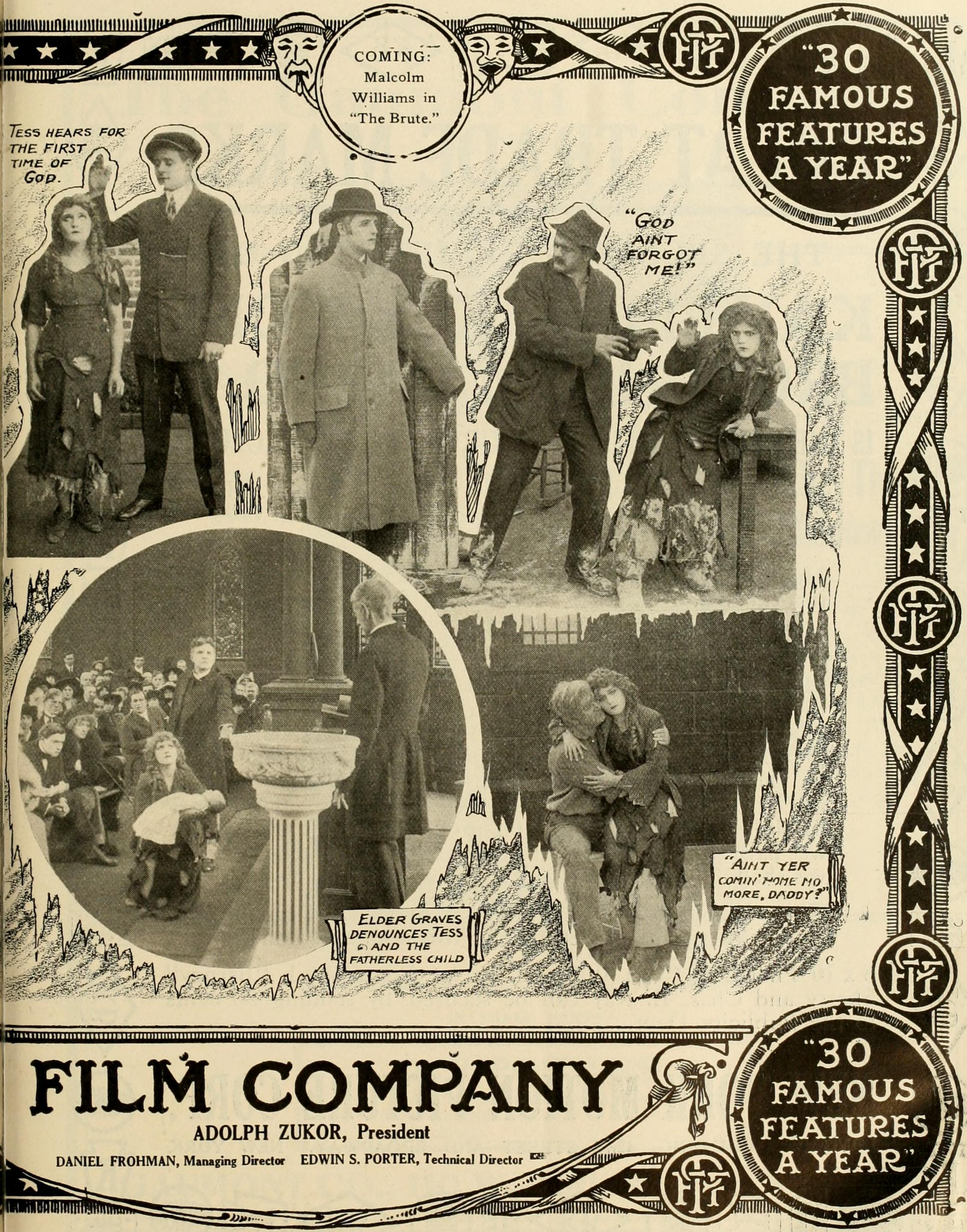
COMING: Malcolm Williams in "The Brute."
"30 FAMOUS FEATURES A YEAR"
TESS HEARS FOR THE FIRST TIME OF GOD.
"GOD AINT FORGOT ME!"
ELDER GRAVES DENOUNCES TESS AND THE FATHERLESS CHILD
"AINT YER COMIN' HOME NO MORE, DADDY?"
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# MARY PICKFORD

In The Famous Tale of a Woman's Heroism,

# "TESS of the STORM COUNTRY"

*By Grace Miller White*

"Tess of the Storm Country" is the drama of a woman's unconquerable faith, written by a woman who knows her sex. Mary Pickford, as Tess, the ragged little "squatter" girl, dirty but beautiful, rude, wilful, saucy, but noble and self-sacrificing, renders a portrayal of inexhaustible fascination.

IN FOUR REELS

Released, March 20th

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America's Most Famous Film Actress,

# MARY PICKFORD

In The Famous Tale of a Woman's Heroism,

# "TESS of the STORM COUNTRY"

*By Grace Miller White*

So unusual in merit, charm and appeal is this extraordinary production, so fascinating and winsome, so absolutely overwhelming in force and pathos, that it has been lengthened to

## FIVE REELS

and the release date postponed to

## MARCH 30th.

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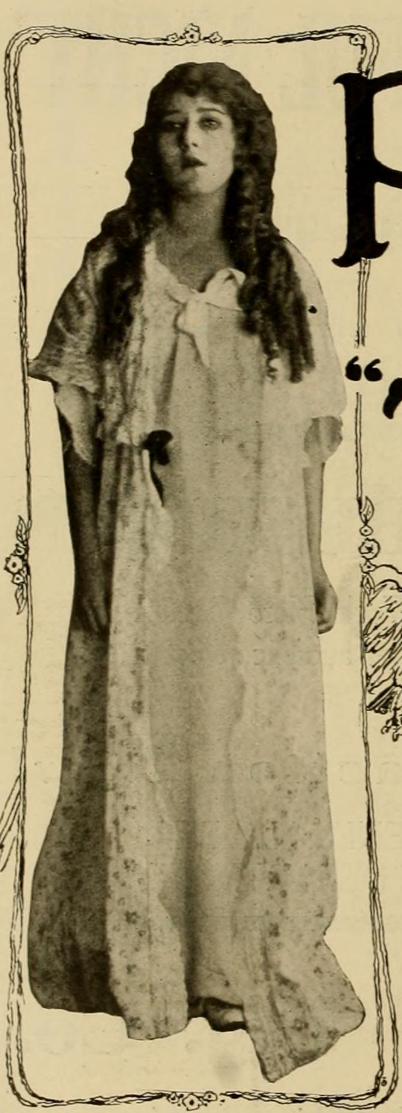
Coming:
Jane Grey
in
"The Little Gray Lady."

DANIEL FROHMAN
Presents
The Greatest of Motion Picture Stars

# MARY PICKFORD



In A Novel Yet Typical Characterization,

# "THE EAGLE'S MATE"

A Story of Stirring Emotions,
*By Anna Alice Chapin.*

IN FIVE REELS
OF MOTION PICTURES

RELEASED JULY 1ST.

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"IF YOU WERE A BIRD CAUGHT BY AN EAGLE YOU WOULD KNOW THERE WAS NO USE TO STRUGGLE."

Another Mary Pickford triumph! A drama of splendid achievement.

A simple and masterful tale of life and love, laid in the heart of the West Virginia mountains

ANEMONE FACES THE FIERCE MOUNTAINEERS

"I'VE FOUGHT FOR YOU, AND NOW YOU'RE MINE!"

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"30 FAMOUS FEATURES A YEAR"

Coming: Jane Grey in "The Little Gray Lady."

DANIEL FROHMAN Presents

The Distinguished Film Star

# MARY PICKFORD

In A Thrilling, Romantic Drama of Life in The West Virginia Mountains

# "THE EAGLE'S MATE"

In Five Reels

Released July 1st

FROM THE CELEBRATED NOVEL BY ANNA ALICE CHAPIN

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Coming: "The Scales of Justice," a drama of love vs. the law.

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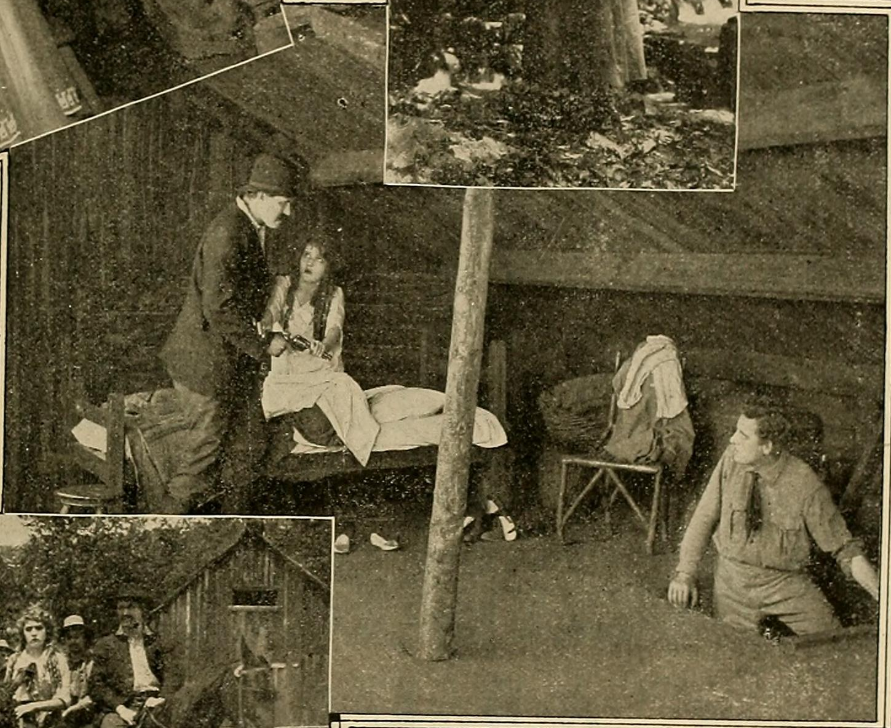
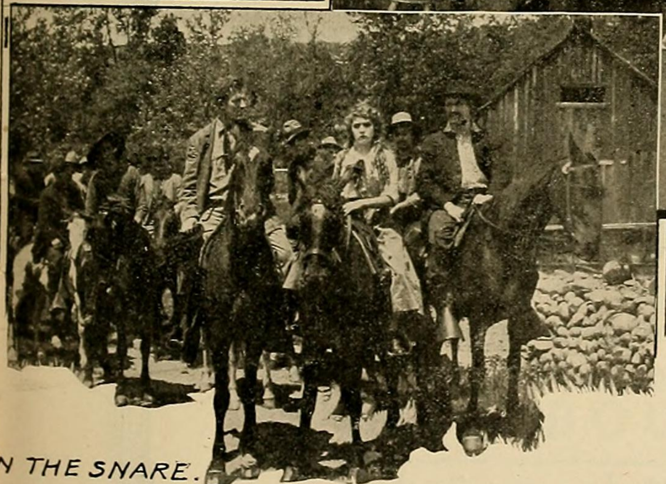
"WON'T YOU LET ME GO BACK TO THE VALLEY?"

Anemone Longs For the Heights.



ANEMONE SAVES LANCER'S LIFE.



IN THE SNARE.

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Adolph Zukor *presents*

# MARY PICKFORD

## *in* "The Eagle's Mate"

*Directed by* JAMES KIRKWOOD

*A Paramount Picture*

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"The Eagle's Mate" is a masterpiece.

It's a Mary Pickford picture—one of the pictures that made her the wonderful star she is today—and thousands of people have never seen it. Are you one? Then see it now!

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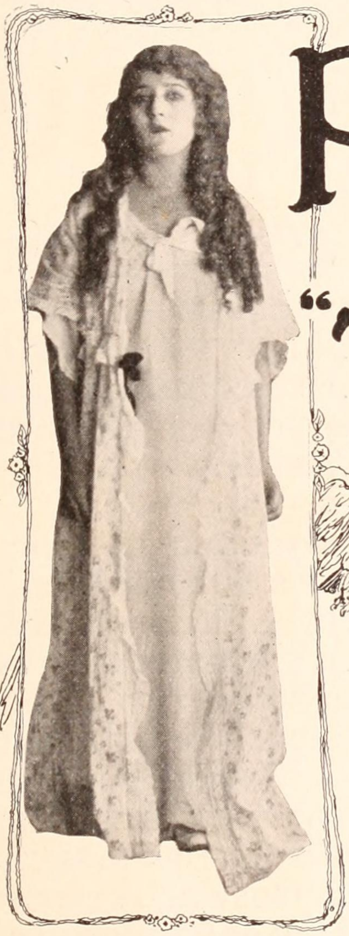

In A Novel Yet Typical Characterization,

# "THE EAGLE'S MATE"

A Story of Stirring Emotions,
*By Anna Alice Chapin.*

IN FIVE REELS
OF MOTION PICTURES

RELEASED JULY 1ST.

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The Distinguished Film Star

# MARY PICKFORD

In A Thrilling, Romantic Drama of Life in The West Virginia Mountains

# "THE EAGLE'S MATE"

In Five Reels

FROM THE CELEBRATED NOVEL BY ANNA ALICE CHAPIN

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A fascinating play that contrasts the drama of life with the glamor of the footlights.

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## CURRENT RELEASES:

| PRODUCTIONS: | ARTISTS: |
| --- | --- |
| THE LOST PARADISE | H. B. WARNER |
| THE UNWELCOME MRS. HATCH | HENRIETTA CROSMAN |
| SUCH A LITTLE QUEEN | MARY PICKFORD |
| MARTA OF THE LOWLANDS | MME. BERTHA KALICH |
| WILDFLOWER | MARGUERITE CLARK |

These productions have been recorded in the annals of the industry as distinctive film achievements.

## FORTHCOMING ATTRACTIONS:

**THE COUNTY CHAIRMAN** — **MACLYN ARBUCKLE**
Henry W. Savage's comedy drama triumph, by GEORGE ADE
Released October 19th

**BEHIND THE SCENES** — **MARY PICKFORD**
The noted play of theatrical life by Margaret Mayo
Released October 26th

**HIS LAST DOLLAR** — **DAVID HIGGINS**
The famous racing play, with the star in his original role
Released October 29th

**THE MAN FROM MEXICO** — **JOHN BARRYMORE**
H. A. Du Souchet's famous comedy
Released November 2nd

**THE STRAIGHT ROAD** — **GLADYS HANSON**
The master-work of the distinguished dramatist, CLYDE FITCH
Released November 12th

**ARISTOCRACY** — **TYRONE POWER**
The dramatic success of two decades, by BRONSON HOWARD
Released November 26th

**MRS. BLACK IS BACK** — **MAY IRWIN**
The distinguished comedienne's foremost comedy success, by GEORGE V. HOBART
Released November 30th

**THE STEPSISTER** — **MARY PICKFORD**
A genuine and delightful surprise—a Pickford classic
Released December 21st

**THE CRUCIBLE** — **MARGUERITE CLARK**
The powerful and world-famous story by MARK LEE LUTHER
Released December 28th

**THE MILLION** — **EDWARD ABELES**
Second Famous Players-Savage production
Released December 31st

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# MARY PICKFORD

In the celebrated romantic comedy,

# "SUCH A LITTLE QUEEN",

*By Channing Pollock.*

Mary Pickford as the little queen will reign long in the hearts of the millions—one of the greatest romantic successes of the current dramatic era

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# MARY PICKFORD

AS

# "CINDERELLA"

A NOVEL AND ORIGINAL VERSION OF THE CENTURY-OLD CLASSIC

IN MOTION PICTURES.

RELEASED DECEMBER 28TH.

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THE FASCINATING, IRRESISTIBLE

# MARGUERITE CLARK

IN

# "THE CRUCIBLE"

BY
MARK LEE LUTHER

IN
FIVE
PARTS

The stirring portrayal of an agonized soul's triumph, through suffering, over threatening evils.

RELEASED DECEMBER 21ST.

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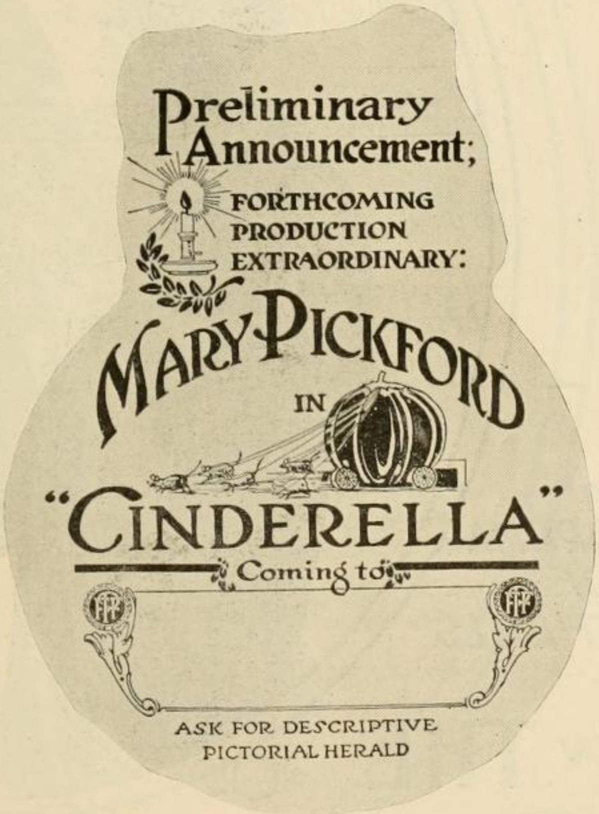
## MARY PICKFORD

IN

# CINDERELLA




This beautiful and impressive advance publicity feature is offered as an evidence of our constant desire to co-operate with you in the exploitation of our subjects.

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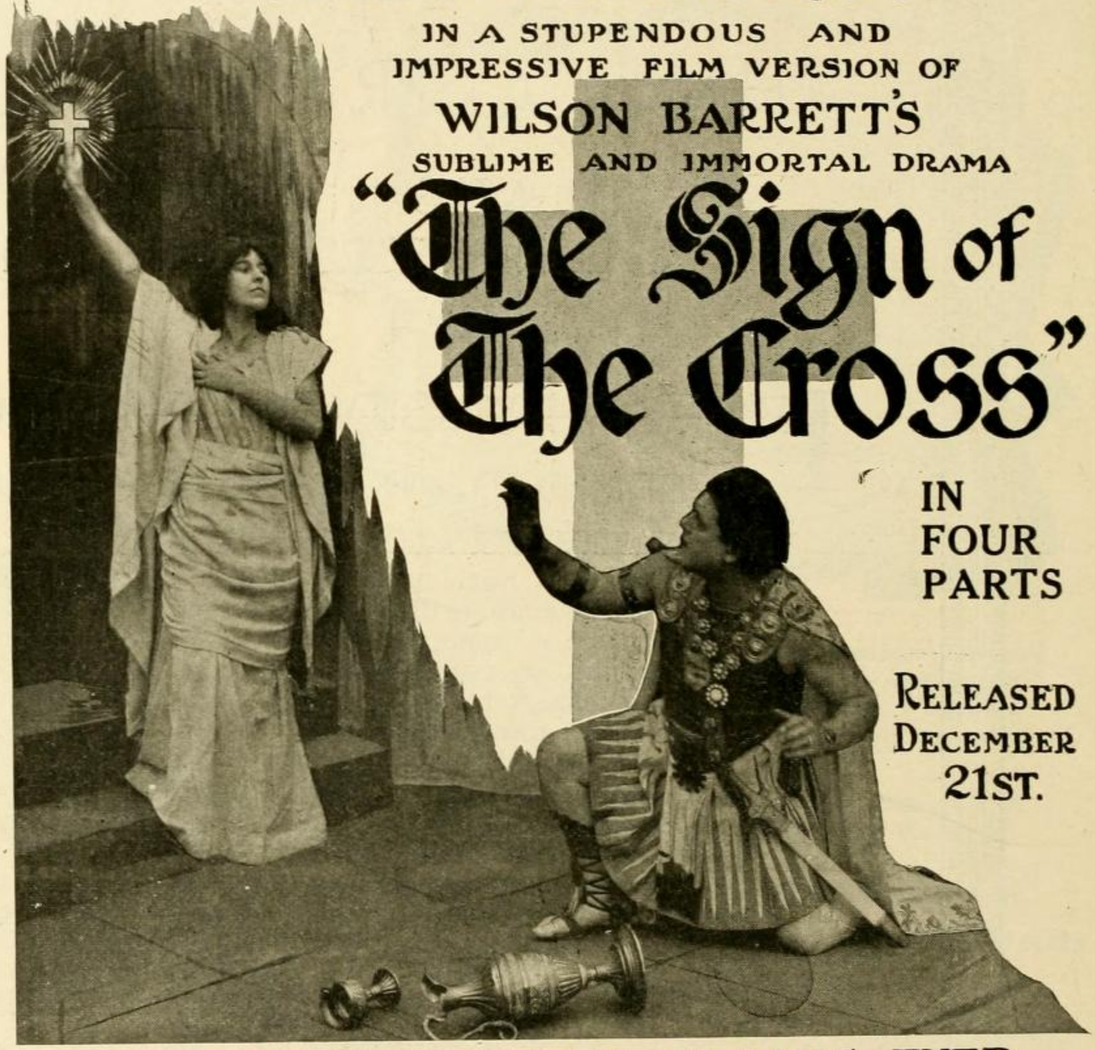
# WILLIAM FARNUM

IN A STUPENDOUS AND
IMPRESSIVE FILM VERSION OF
WILSON BARRETT'S
SUBLIME AND IMMORTAL DRAMA

# "The Sign of The Cross"



IN
FOUR
PARTS

RELEASED
DECEMBER
21ST.

THE FOREMOST FILM CLASSIC EVER
PRODUCED IN AMERICA.
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AS

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DANIEL FROHMAN PRESENTS

# MARY PICKFORD

AS

# "MISTRESS NELL",

THE GREATEST HEROINE OF HISTORIC-ROMANTIC DRAMA,— AN ELABORATE PHOTO-VERSION OF THE CELEBRATED PLAY,

*BY*
*GEORGE C. HAZELTON JR.*

IN FIVE PARTS
RELEASED FEB. 1ST.

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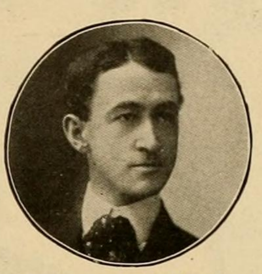
# Forthcoming Attractions

## February

**MARY PICKFORD in**
**"MISTRESS NELL,"**
The Noted Romantic Drama by George C. Hazelton, Jr.
**Released February 1st.**



**JOHN EMERSON in**
**"THE BACHELOR'S ROMANCE,"**
Martha Morton's Popular Comedy-Drama
**Released February 11th.**

**GABY DESLYS in "HER TRIUMPH,"**
The Celebrated International Star's First and Exclusive Appearance in Motion Pictures
**Released February 8th.**

**WILLIAM H. CRANE in**
**"DAVID HARUM,"**
A Faithful Film Version of the Distinguished Star's Greatest Characterization
**Released February 22d.**

**"THE LOVE ROUTE,"**
Edward Peple's Sensational Comedy-Romance Triumph
**Released February 25th.**

---

A quintette of remarkable consistency and variety—a group of subjects that in every respect adhere to the traditions of

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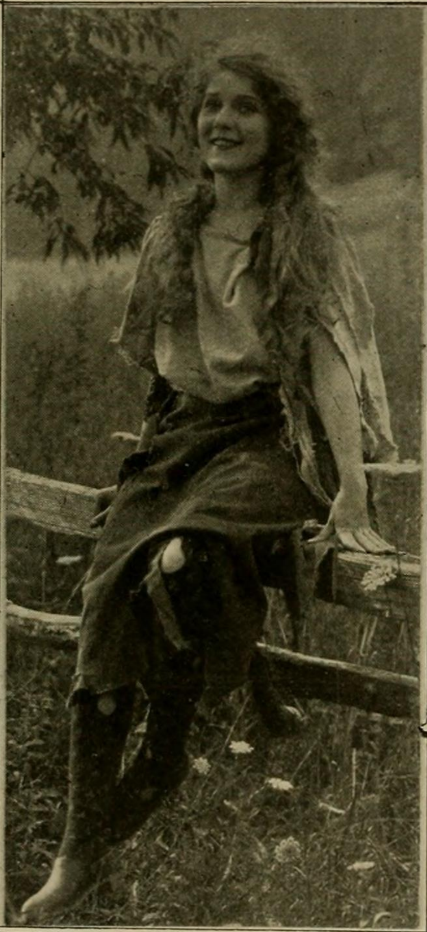
THE SUPREME FAVORITE

# MARY

IN ONE OF HER

# "FANCHON



"DON'T EVER SEE MY SON AGAIN!"

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OF THE SCREEN,

# PICKFORD

GREATEST CHARACTERIZATIONS,

# THE "CRICKET",

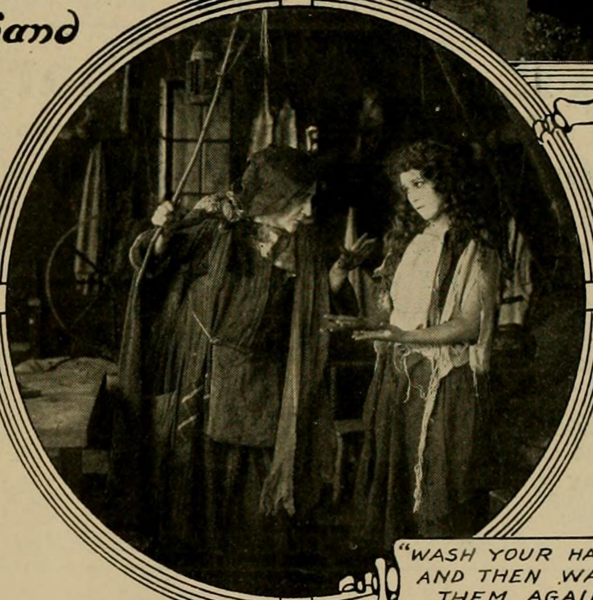
by

Georges Sand

IN FIVE PARTS

RELEASED MAY 10TH

"I WANT YOU ALWAYS TO LOVE ME!"



"WASH YOUR HANDS— AND THEN WASH THEM AGAIN."

Mary Pickford as "Fanchon" portrays with an amazing power of conception all the dramatic depths and the varying lights and shades of this famous character. There is a naturalness about her impersonation, a sparkling, quaint originality, that will make this role as popular as her memorable characterization of "Tess of the Storm Country."

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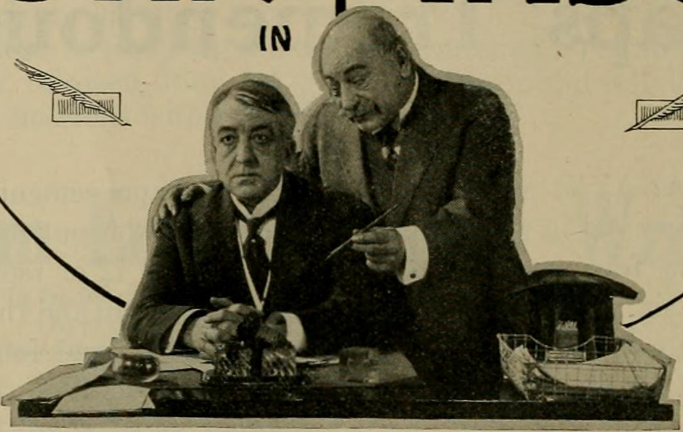
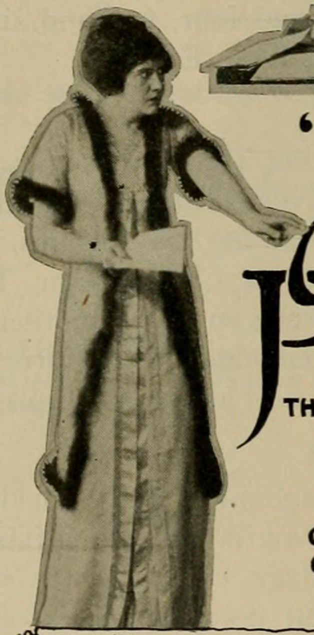
THE EMINENT STAR

# JOHN MASON

IN





# "JIM the PENMAN"

THE INTERNATIONAL DRAMATIC TRIUMPH,
by SIR CHARLES L. YOUNG,

ONE OF THE MOST NOTABLE CHARACTERIZATIONS OF THE PRESENT DRAMATIC ERA.

"THE HAND THAT WROTE THAT SIGNATURE FORGED THIS LETTER."

IN FIVE PARTS

RELEASED JUNE 3D

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# Another Famous Players-Mary Pickford Triumph!

Mary Pickford, the unrivalled favorite of the screen, has added another notable characterization to her long list of triumphant successes, in her latest portrayal, "Fanchon the Cricket."

We would suggest that you read the trade papers' glowing tributes to Miss Pickford's art in this charming subject:

**W. Stephen Bush in "The Moving Picture World" enthusiastically declares:**

"Carefully weighing my words I find that any term other than perfection will be inadequate in appraising the merits and artistic value of this feature. It captivates and fascinates. Clean, simple, beautiful, endowed with infinite charm, this feature deserves to rank at the very top."

**Horace A. Fuld in "The Dramatic Mirror" affirms:**

"Mary Pickford has proved without dispute that there is but one Mary Pickford. The picture is a series of Mary Pickford moods, all quite enchanting, none long enough to become monotonous. Just the play which gives her a chance to do what is best suited to her."

**Peter Milne, in the "Motion Picture News," agrees as follows:**

"With every appearance of Mary Pickford in a Famous Players release, nothing less than a small sensation is created. 'Fanchon the Cricket' is no exception to this prevailing order. To predict success for the picture much resembles the well-known process of painting the lily, for failure and a Pickford-Famous Players release have never met."

**Miss Agnes Smith, in "The Morning Telegraph," makes the opinion unanimous:**

"The role of 'Fanchon' affords Mary Pickford infinite opportunities to display the charm and originality that have made her so famous. 'Fanchon the Cricket' will be an event in the moving picture world. The settings are uniformly beautiful. Each scene is a delight, and the picture, on the whole, has such spontaneity, humor and originality that it goes without saying 'Fanchon the Cricket' will achieve great popularity."

**This Success You Can Share by Booking**
**"FANCHON THE CRICKET"**

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THE SUPREME FAVORITE OF THE SCREEN,

# MARY PICKFORD

IN ONE OF HER GREATEST CHARACTERIZATIONS,

# "FANCHON THE CRICKET,"

by Georges Sand

IN FIVE PARTS

RELEASED MAY 10TH

Mary Pickford as "Fanchon" portrays with an amazing power of conception all the dramatic depths and the varying lights and shades of this famous character.

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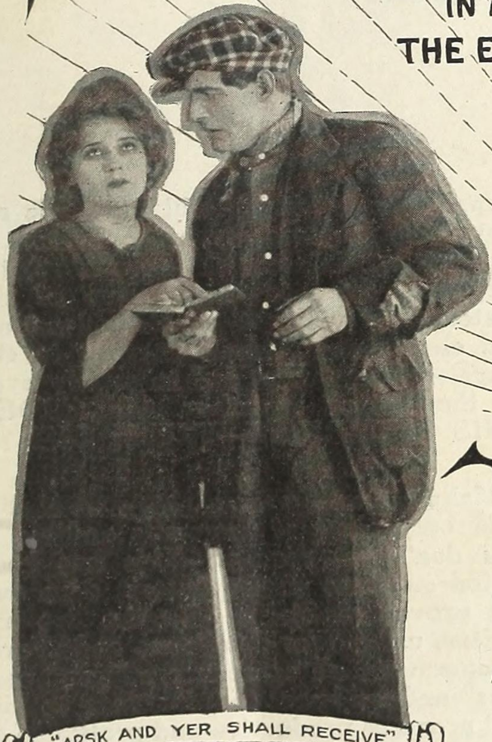
# MARY PICKFORD

IN A SUPERB PHOTO-PRODUCTION OF
THE EXTRAORDINARY DRAMATIC SUCCESS,

# "The DAWN of a TOMORROW"



"ARSK AND YER SHALL RECEIVE."

THE GREAT DRAMA OF
UNFALTERING FAITH AND
TRIUMPHANT LOVE,
by
FRANCES HODGSON BURNETT.

RELEASED JUNE 7TH

IN FIVE PARTS

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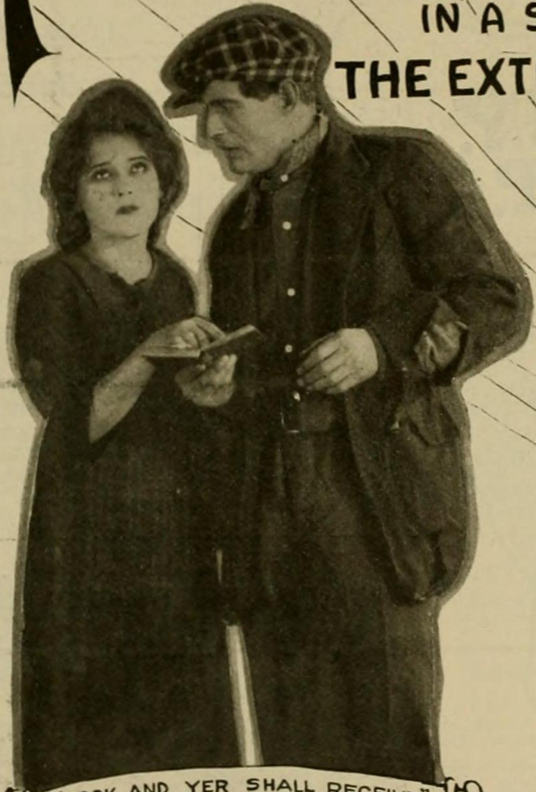
IN A SUPERB PHOTO-PRODUCTION OF
THE EXTRAORDINARY DRAMATIC SUCCESS,

# "The DAWN of



"ARSK AND YER SHALL RECEIVE"

THE GREAT DRAMA OF
UNFALTERING FAITH AND
TRIUMPHANT LOVE,
by
FRANCES HODGSON BURNETT.

IN FIVE PARTS

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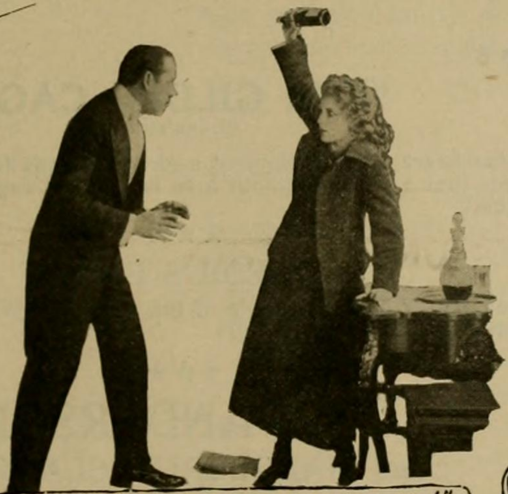
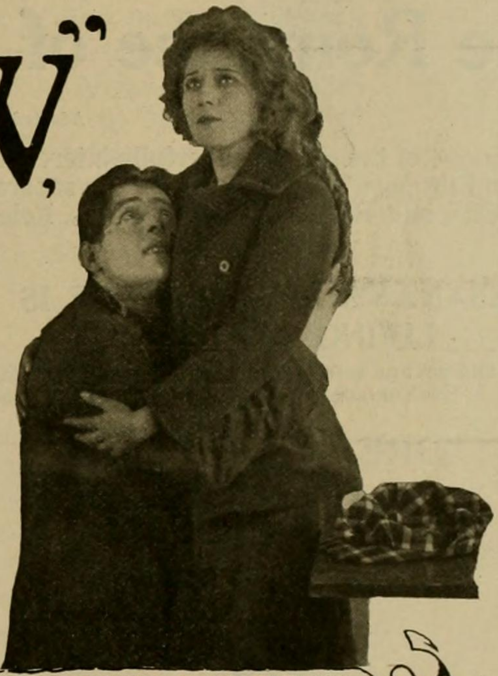
# a "TOMORROW"

RELEASED JUNE 7TH

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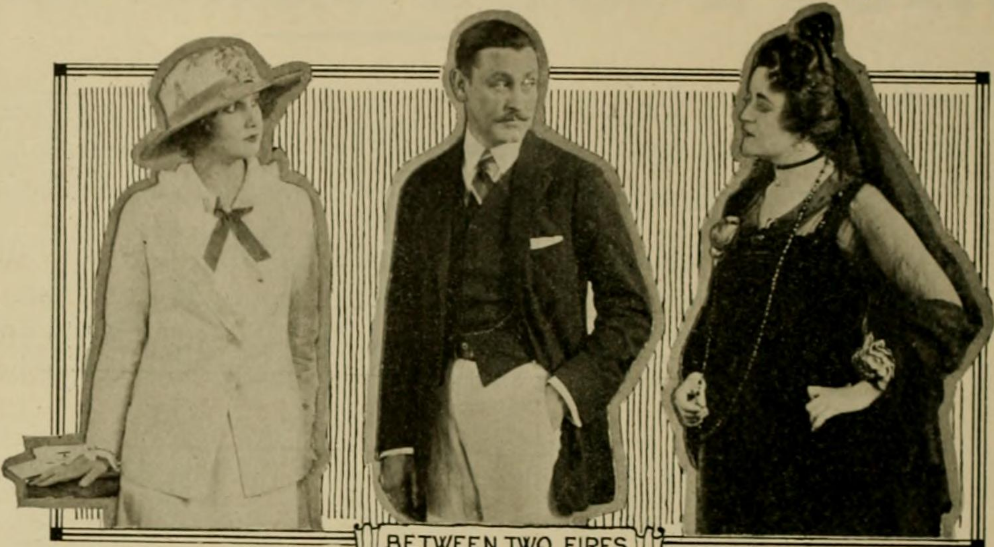
# JOHN BARRYMORE

IN THE CELEBRATED ADVENTUROUS ROMANCE,



BETWEEN TWO FIRES.

# "THE DICTATOR",

by
RICHARD HARDING DAVIS

A THRILLINGLY HUMOROUS PHOTO-ADAPTATION
OF THE FAMOUS MELODRAMATIC COMEDY,
IN FIVE PARTS

RELEASED JUNE 21ST

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# MARY PICKFORD

IN

# "The Dawn of a Tomorrow"

## *More Than a Mere Triumph!*

Again we have the extreme pleasure of calling your attention to another Famous Players achievement—Mary Pickford in "The Dawn of a Tomorrow." The tremendous success attained by this superb production immediately after its release again proved the sound judgment of the trade paper critics, which was as follows:

**"In Frances Hodgson Burnett's creation of Glad, the inspired and inspiring heroine of 'The Dawn of a Tomorrow,' the Famous Players offered Mary Pickford a distinctive character of marked appeal. Miss Pickford might well be selected as the ideal interpreter of the little girl whose soul rises above the sordidness of the London slums. In the main, Miss Pickford has a part of large emotional possibilities, in some ways reminiscent of 'Tess of the Storm Country,' and she acts, as she did then, with force and sincerity."—MOVING PICTURE WORLD.**

**"'The Dawn of a Tomorrow,' which was one of the most successful and far-reaching plays that ever saw the legitimate stage, is another decided triumph for the Famous Players. In interpreting the various human emotions, joy, sorrow, wonder, trust and indignation, Miss Pickford seemingly outdoes all past performances of recent date. All the settings are ingeniously realistic."—Motion Picture News.**

**"Mary Pickford's portrayal of Little Glad is one that will make a deep impression. The atmosphere of the picture is truly Dickensonian. Apple Blossom Court, a dirty alley in the East End of London, is a marvel of what can be accomplished in the way of realistic settings. Those who witness 'The Dawn of a Tomorrow' will want to see Mary Pickford in many more such roles."—N. Y. Telegraph.**

**We could cover many more pages with the other eulogies devoted to this production, but we will leave some of them to YOUR audiences!**

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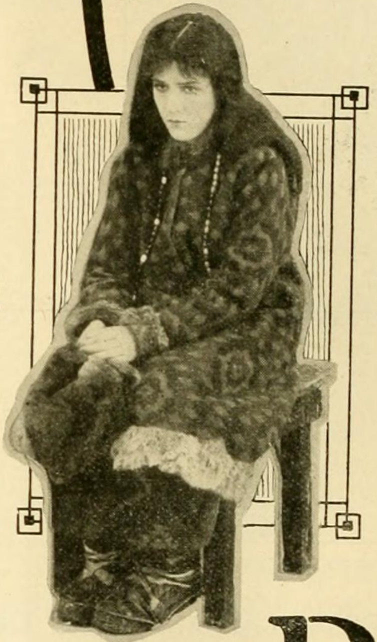
THE UNSURPASSABLE

# MARY PICKFORD

IN AN ORIGINAL AND INCOMPARABLE PORTRAYAL



ONE OF THE MOST UNIQUE SCREEN CHARACTERIZATIONS EVER PRESENTED

# "LITTLE PAL"

IN FIVE PARTS

RELEASED JULY 1ST

*PRODUCED BY THE*

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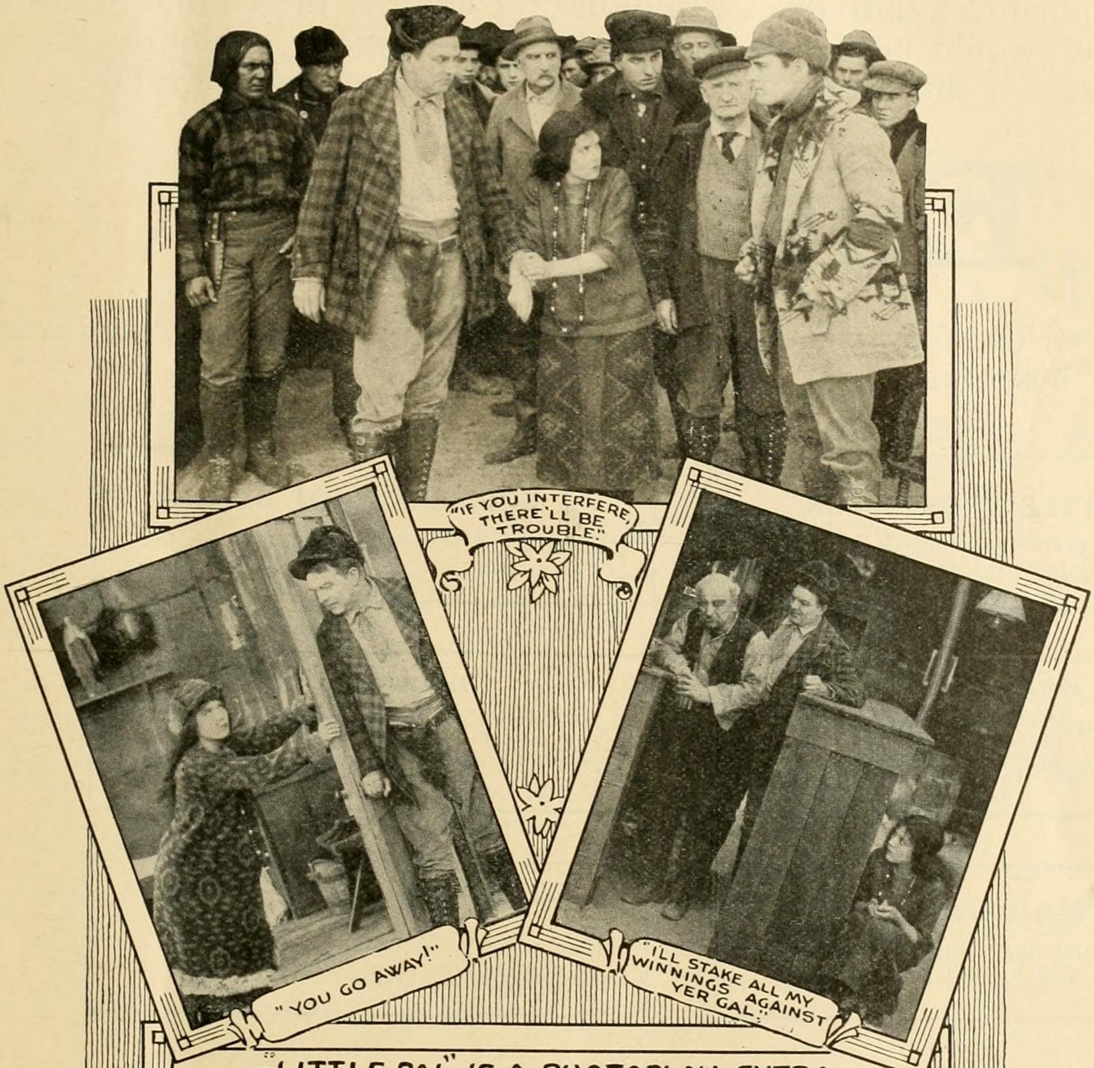


—"LITTLE PAL" IS A PHOTOPLAY EXTRAORDINARY! THE STORY IS BASED ON PRIMITIVE EMOTIONS AND PRIMAL PASSIONS, AND PRESENTS A HITHERTO UNSUSPECTED ASPECT OF MARY PICKFORD'S ASTOUNDING VERSATILITY

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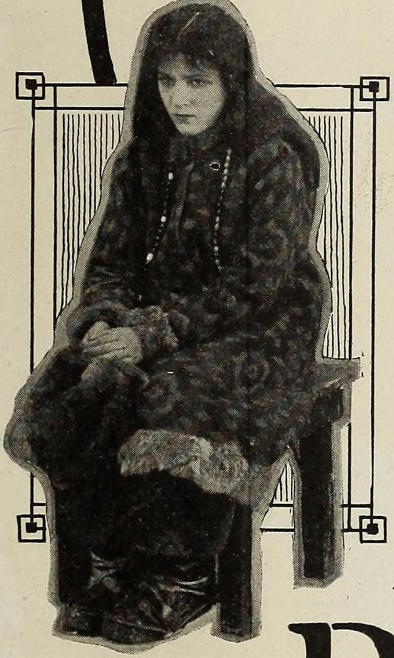
# MARY PICKFORD



IN AN ORIGINAL AND INCOMPARABLE PORTRAYAL

ONE OF THE MOST UNIQUE SCREEN CHARACTERIZATIONS EVER PRESENTED

# "LITTLE PAL"

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# *Picture Plays in Pen and Ink.* No. 2.

# "LITTLE PAL"

MARY PICKFORD IN "LITTLE PAL," AS SEEN BY FRANK R. GREY.

PARAMOUNT

DANIEL FROHMAN

Presents

The Artiste Beautiful,

# HAZEL DAWN

In

# "THE HEART of JENNIFER",

*By Edith Barnard Delano.*

A Drama of Sacrifice,

In Five Parts Released August 30th

*PRODUCED BY THE*

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DANIEL FROHMAN, Managing Director

EDWIN · S · PORTER, Technical Director

36 FAMOUS FEATURES A YEAR

PROGRAM

## Some Feature Organizations Produce Talk About Their Subjects!

## Others Produce Subjects That Are Talked About!

The difference between both types of subjects is represented in such productions as

# MARY PICKFORD

in her latest triumph

# "RAGS"

which the trade critics eulogized in the following enthusiastic manner:

"A performance of great appeal—the likable traits of Mary Pickford's personality revealed in all their variety—attractive production."
—Lynde Denig in MOVING PICTURE WORLD.

"Miss Pickford's acting in this subject is so fine, it may be said without exaggeration that the episodes would be wholly intelligible if no sub-titles had been employed."
—William Ressman Andrews in "Motion Picture News."

"As 'Rags,' Mary Pickford takes possession of the heart of the hero, and of the audience as well. The combination of humor and sentiment is very effective. The cast chosen to support Mary Pickford was one of the customary Famous Players strength."
—Tracy Lewis in "N. Y. Telegraph."

If you prefer productions to conversation, book "Rags," and the rest of the unparalleled Paramount Program!

# FILM COMPANY

Executive Offices
213-229 WEST 26TH ST.
NEW YORK

36 FAMOUS FEATURES A YEAR

PARAMOUNT PROGRAM

DANIEL FROHMAN
PRESENTS

# MARY PICKFORD

IN ONE OF HER
GREATEST
CHARACTERIZATIONS

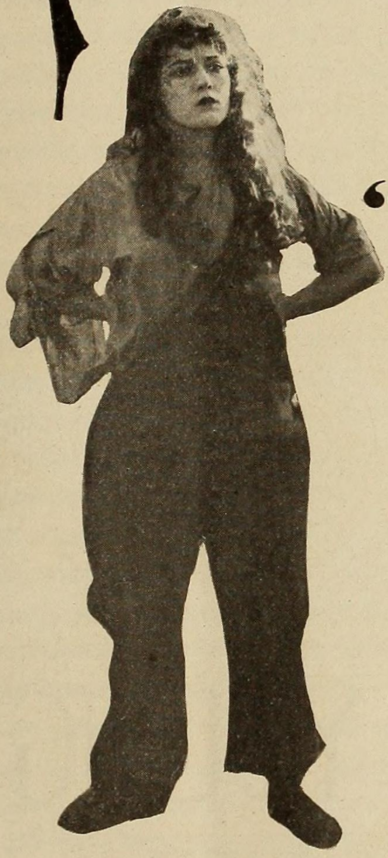
# "RAGS"

by
EDITH
BARNARD
DELANO

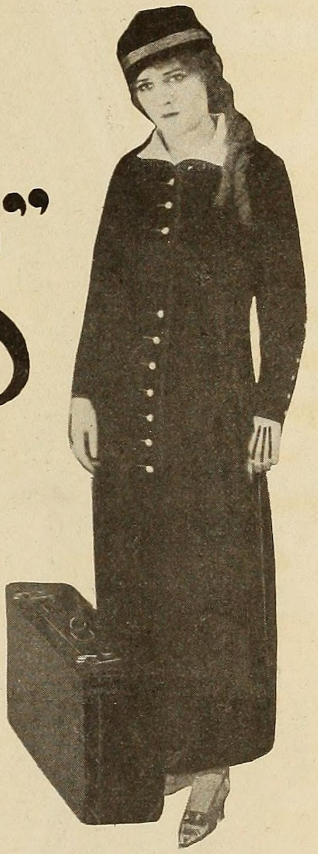
IN FIVE PARTS

RELEASED AUG. 2ND

PRODUCED BY THE



FROM RAGS



TO RICHES

## FAMOUS PLAYERS FILM Co.

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36 FAMOUS FEATURES A YEAR

36 FAMOUS FEATURES A YEAR

Many a packed house is directly traceable to an advertisement in the "News."

PARAMOUNT PROGRAM

DANIEL FROHMAN
*PRESENTS*
EVERYBODY'S FAVORITE

# MARY PICKFORD

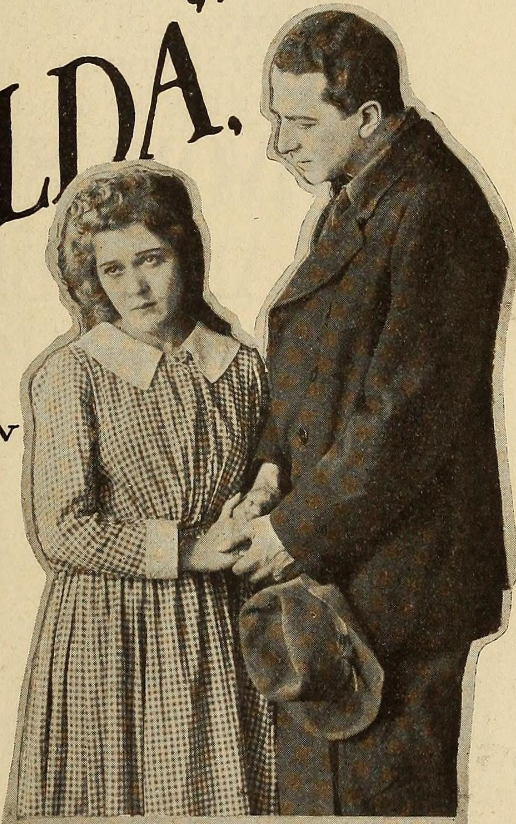
IN A FAITHFUL
PHOTO-PRODUCTION
OF THE FAMOUS
*HUMAN* DRAMA,

# "ESMERALDA,"

*by*
*FRANCES HODGSON BURNETT,*

AUTHOR OF
"THE DAWN OF A TOMORROW,"

IN FOUR PARTS
RELEASED SEPT. 6TH



*PRODUCED BY THE*

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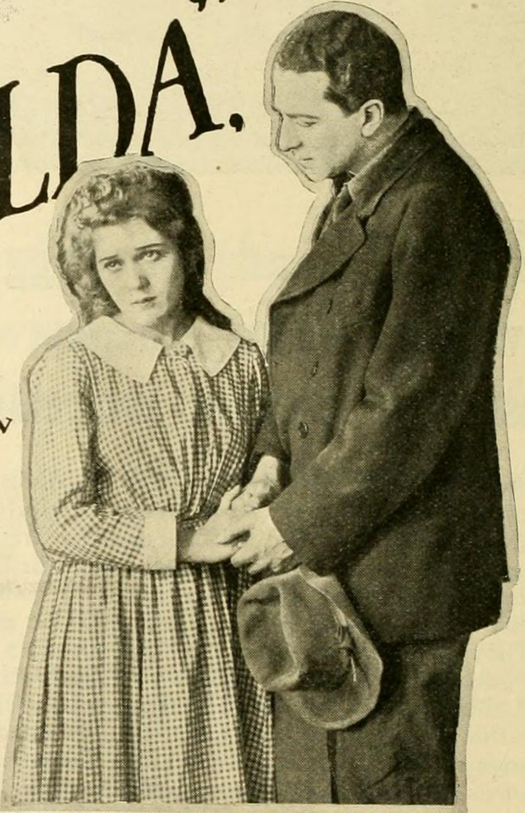

IN FOUR PARTS
RELEASED SEPT. 6TH.

*PRODUCED BY THE*

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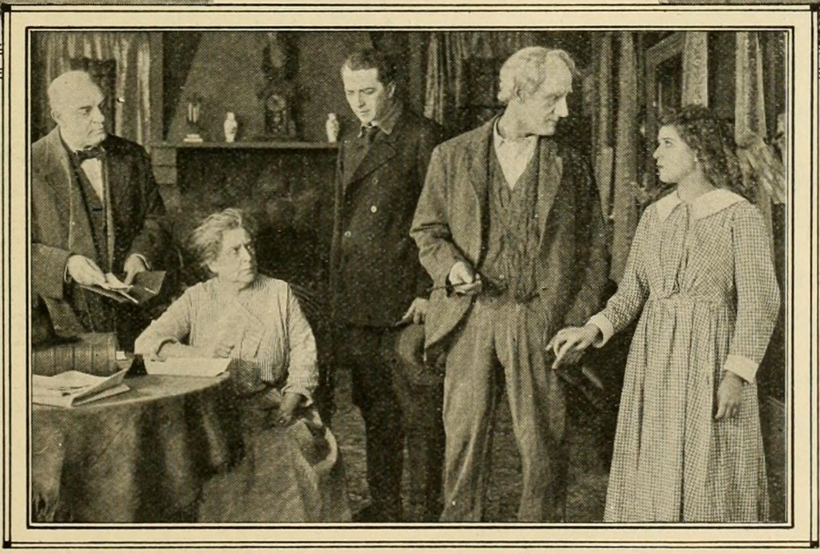
EDWIN · S · PORTER. Treasurer and General Manager

**Canadian Distributors—Famous Players**

36 FAMOUS FEATURES A YEAR

PROGRAM —

Of all the great dramatic successes of Frances Hodgson Burnett, "Esmeralda" is the most lovable, the most tender and human. Mary Pickford's sympathetic delineation of "Esmeralda" will be recorded as one of the greatest screen characterizations of the year.



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**Film Service, Ltd., Calgary—Montreal—Toronto**

36 FAMOUS FEATURES A YEAR

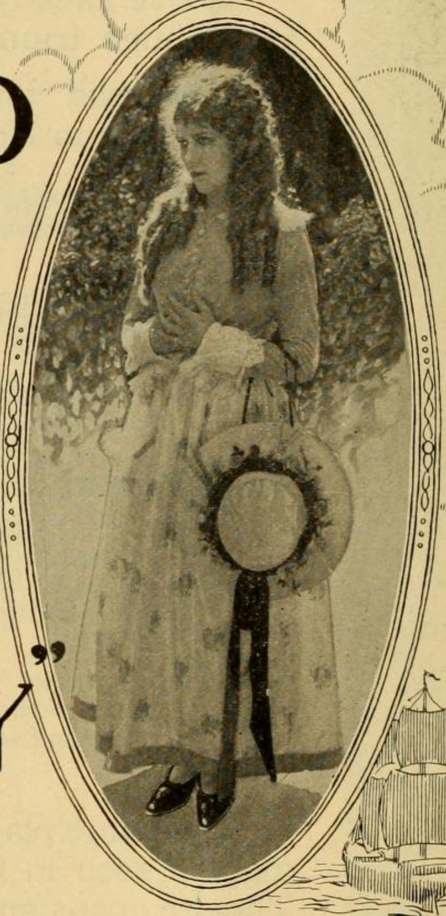
PARAMOUNT

DANIEL FROHMAN
PRESENTS

# MARY PICKFORD

IN A *DIFFERENT* CHARACTERIZATION, AS

# "A GIRL OF YESTERDAY"



A NOVEL ROMANCE OF THE PAST AND THE PRESENT.

IN FOUR PARTS RELEASED OCT. 7th.

*PRODUCED BY THE*

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**Canadian Distributors—Famous Players**

36 FAMOUS FEATURES A YEAR

PROGRAM

# Forthcoming "$2.00 Motion Pictures"

PAULINE FREDERICK

in the dramatic sensation

"ZAZA"

MARY PICKFORD

in John Luther Long's world-famous

"MADAME BUTTERFLY"

MARGUERITE CLARK

in Mark Twain's masterwork

"THE PRINCE AND THE PAUPER"

PAULINE FREDERICK

in Robert Hichen's famous novel and play

"BELLA DONNA"

---

If you wish to present genuine $2.00 Photoplay attractions at standard picture prices

*Book the Paramount Program*

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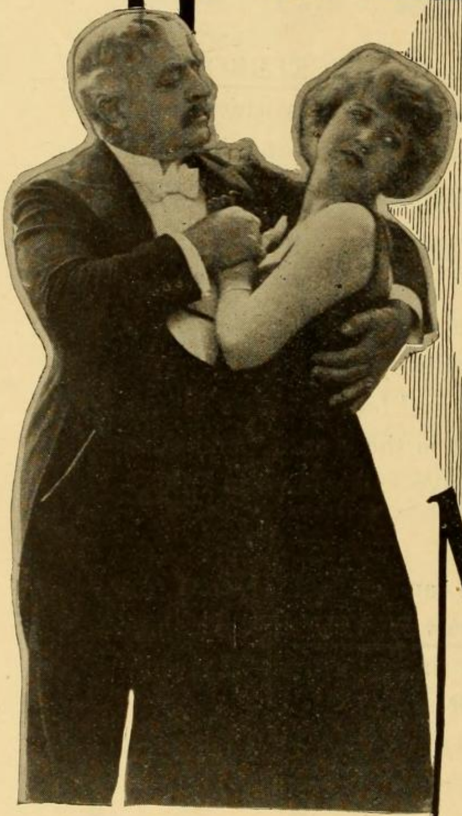
PARAMOUNT

DANIEL FROHMAN
PRESENTS
THE CHARMING

# HAZEL DAWN

IN
A PICTURIZATION OF
HENRY ARTHUR JONES'
FAMOUS DRAMATIC SUCCESS



"YOU BELONG TO ME"!

# "THE MASQUERADERS"

IN
FIVE PARTS

RELEASED OCT. 28TH.

PRODUCED BY THE

# FAMOUS PLAYERS

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Canadian Distributors—Famous Players

36 FAMOUS FEATURES A YEAR

PROGRAM

# Another Famous Players-Mary Pickford Success!

Another screen triumph has been added to Mary Pickford's amazing repertoire of successes by her latest characterization, "A Girl of Yesterday." The first reviews that have appeared relative to this novel subject are from the foremost newspapers of New York and Chicago—great dailies that represent the highest standards of American journalism, which describe Miss Pickford's brilliant portrayal in this unique production in the following manner:

**"It's a charming little theme, this 'Girl of Yesterday.' Little Mary in this picture is just the same little winsome, bewitching, amusing, etc., etc., clever little actress. To try to describe her efforts in her latest vehicle is like trying to paint a picture of a beautiful landscape. It can be done, but it's an old subject with which you are only too familiar."**

**—Chicago Evening Post.**

**"The photoplay represents what Mary likes to do best. It allows her to develop a quaint character quaintly, a thing that the little lady has done so many times. It is a good picture."**

**—Chicago Examiner.**

**"Mary Pickford in a play that gives her appealing quaintness a new outlet. The story is more like a poem of Swinburne, with settings that are, however, adroitly connected. The theme that is carried through them all is her gentle, charming old-fashionedness. Nearly all of Mary Pickford's versatility is given a chance in 'A Girl of Yesterday.'"**

**—N. Y. Evening Mail.**

**We release forty-eight reasons a year for booking the PARAMOUNT PROGRAM. Our current productions, Marie Doro in "The White Pearl," and Mary Pickford in "A Girl of Yesterday" are not only reasons, but incentives!**

# FILM COMPANY

Executive Offices
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NEW YORK

**Film Service, Ltd., Calgary—Montreal—Toronto**

36 FAMOUS FEATURES A YEAR

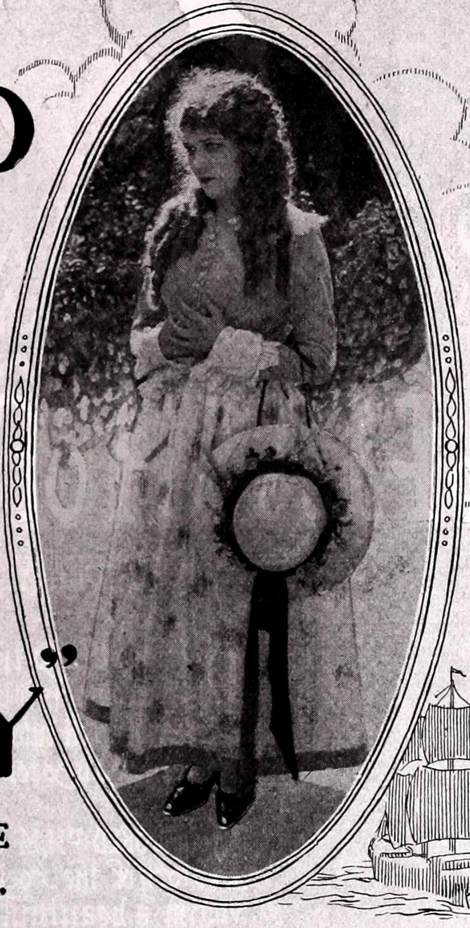
PARAMOUNT PROGRAM

DANIEL FROHMAN
PRESENTS

# MARY PICKFORD

IN A
*DIFFERENT*
CHARACTERIZATION,
AS

# "A GIRL OF YESTERDAY"



A NOVEL ROMANCE OF THE PAST AND THE PRESENT.

IN FOUR PARTS

RELEASED OCT. 7th.

*PRODUCED BY THE*

# FAMOUS PLAYERS FILM Co.

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36 FAMOUS FEATURES A YEAR

36 FAMOUS FEATURES A YEAR

PARAMOUNT PICTURES

DANIEL FROHMAN
PRESENTS

# MARY PICKFORD

IN AN EXQUISITE
PICTURIZATION OF
JOHN LUTHER LONG'S
BELOVED CLASSIC,

# "MADAME BUTTERFLY"

ONE OF THE TENDEREST
CHARACTER CREATIONS
EVER CONCEIVED.

IN FIVE PARTS,
RELEASED NOV. 8TH.

*PRODUCED BY THE*

# FAMOUS PLAYERS FILM Co.

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DANIEL FROHMAN, Managing Director EDWIN S. PORTER, Treas' & Gen' Mgr.
507 FIFTH AVE. NEW YORK

48 FAMOUS FEATURES A YEAR

48 FAMOUS FEATURES A YEAR

PARAMOUNT

DANIEL FROHMAN
PRESENTS

# MARY PICKFORD

IN AN EXQUISITE PICTURIZATION OF JOHN LUTHER LONG'S BELOVED CLASSIC,

# FAMOUS PLAYERS

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Canadian Distributors—Famous Players

48 FAMOUS FEATURES A YEAR

PROGRAM —

# "MADAME BUTTERFLY"

IN THE CELEBRATED ROLE OF CHO-CHO-SAN—"MADAME BUTTERFLY," AS HER AMERICAN HUSBAND CALLS HER—MARY PICKFORD ATTAINS HER SUPREME PHOTOPLAY TRIUMPH. ONLY AN ACTRESS OF MISS PICKFORD'S REMARKABLE MAGNETISM AND DRAMATIC POWER COULD HAVE PRESENTED A PANTOMIMIC IMPERSONATION OF THIS FAMED CHARACTER THAT WILL STAND COMPARISION WITH THE ARTISTRY OF THE STAGE AND OPERATIC STANDARDS ALREADY ESTABLISHED. THE MAGNIFICENT SCREEN VERSION HAS PRESERVED AND ENHANCED ALL THE POETIC BEAUTY AND TENDER APPEAL OF THIS IMMORTAL LOVE TALE.

IN FIVE PARTS

RELEASED NOV. 8TH.

"HE SAID HE WOULD RETURN WHEN THE ROBINS NEST AGAIN"

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NEW YORK

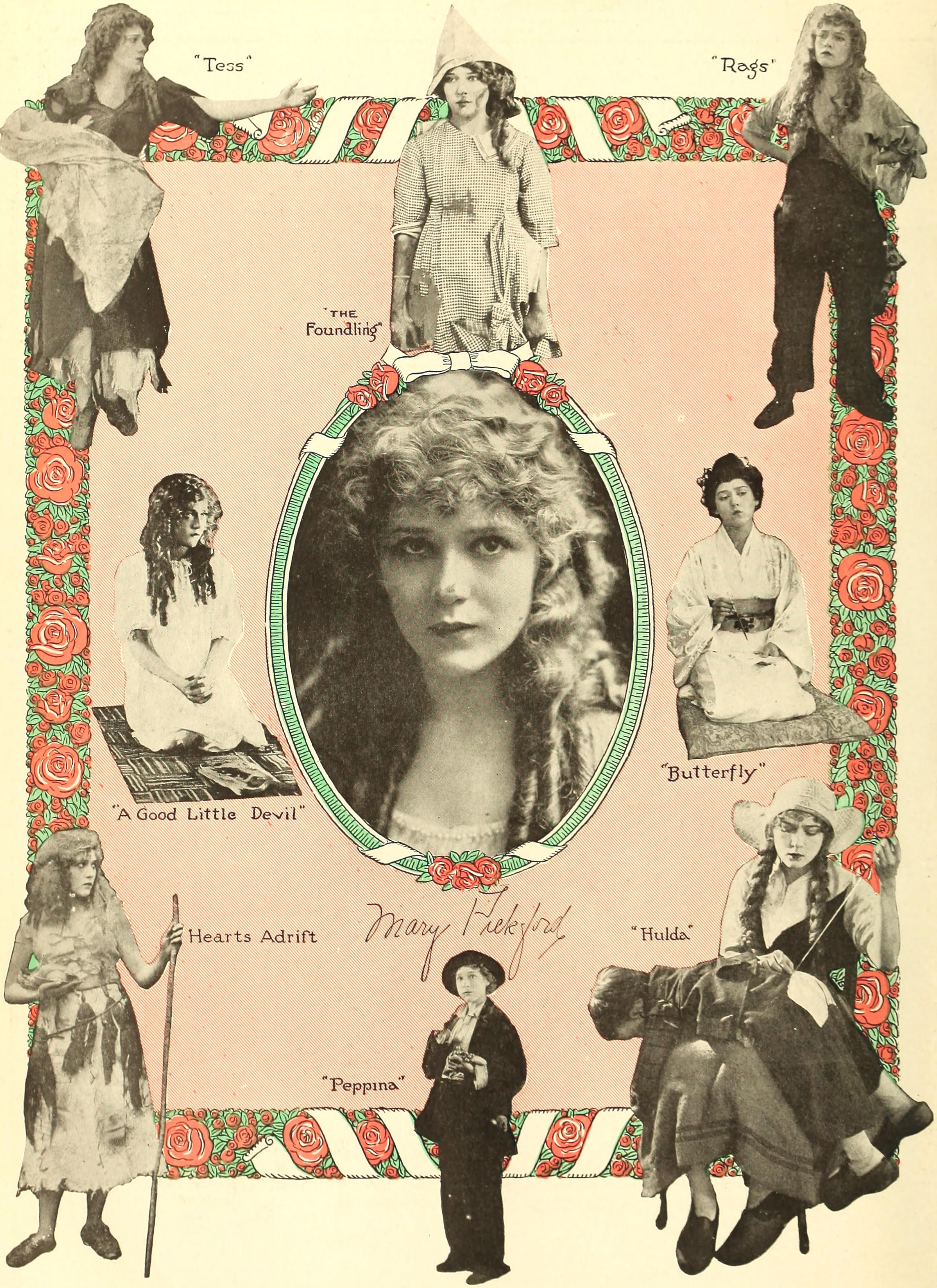
Film Service, Ltd., Calgary—Montreal—Toronto

48 FAMOUS FEATURES A YEAR

FAMOUS PLAYERS

SUPREME PHOTOPLAYS A YEAR

# FAMOUS PLAYERS FILM COMPANY ADVERTS 1916



"Tess"
"Rags"
"THE Foundling"
"Butterfly"
"A Good Little Devil"
Hearts Adrift
"Hulda"
Mary Pickford
"Peppina"

# Paramount Pictures

1916

1916

# Mary Pickford

**Has signed a new contract with the**

## Famous Players Film Co.

It costs Paramount one-half million dollars to put Mary Pickford's pictures in the Paramount Theatres during 1916.

## $500,000.00

Real Money! Just one star! For one year! This is only possible because so many millions of people each week select Paramount Theatres when they go to see high class photoplays. The reason is plain—
The people know theatres showing Paramount Pictures, as the best theatres—
Cash in on this fact. Write your exchange today.

Paramount Pictures

**Paramount Pictures Corporation**
FOUR EIGHTY FIVE FIFTH AVENUE at FORTYFIRST ST.
NEW YORK, N.Y.

Paramount Pictures

189—91

PARAMOUNT PICTURES

DANIEL FROHMAN PRESENTS

# MARY PICKFORD

IN A REMARKABLE CHARACTERIZATION,

# "THE FOUNDLING"

IN FIVE PARTS, RELEASED JAN. 3RD.

PRODUCED BY THE

## FAMOUS PLAYERS FILM CO.

ADOLPH ZUKOR, President,

DANIEL FROHMAN, Managing Director EDWIN S. PORTER, Treas. & Gen. Mgr.

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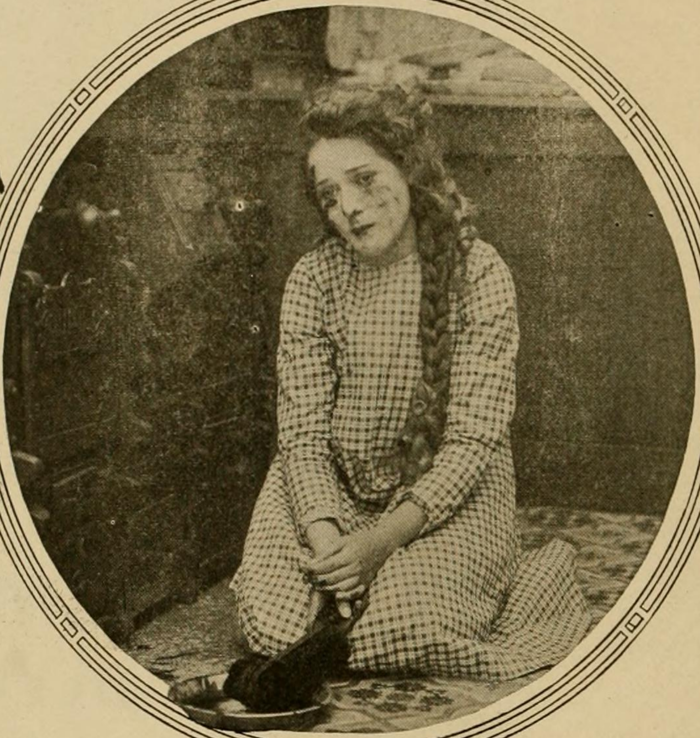
48 FAMOUS FEATURES A YEAR

48 FAMOUS FEATURES A YEAR

PARAMOUNT

DANIEL FROHMAN
PRESENTS

# MARY PICKFORD



IN A REMARKABLE CHARACTERIZATION,

# "THE FOUNDLING"

IN FIVE PARTS, RELEASED JAN. 3RD.

*PRODUCED BY THE*

# FAMOUS PLAYERS

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48 FAMOUS FEATURES A YEAR

PROGRAM —

# THE SYMBOL OF SCREEN SUPREMACY

THE SIGN OF THE HIGHEST AND MOST CONSISTENT PHOTOPLAY STANDARD IN THE WORLD.

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NEW YORK

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48 FAMOUS FEATURES A YEAR

PARAMOUNT

DANIEL FROHMAN
PRESENTS

# MARY PICKFORD

IN A
VERY UNUSUAL
CHARACTERIZATION
AS

# "POOR LITTLE PEPPINA"

BY
KATE JORDAN,

IN SEVEN PARTS
If booked as a pre-release attraction

RELEASED MARCH 2ND.

PRODUCED BY THE

# FAMOUS PLAYERS

ADOLPH ZUKOR, President
DANIEL FROHMAN, Managing Director

48 FAMOUS FEATURES A YEAR

PROGRAM —

IN "POOR LITTLE PEPPINA" MARY PICKFORD'S SUPREME ART ATTAINS ITS GREATEST HEIGHTS. THIS SUPERB PRODUCTION WILL UNDOUBTEDLY BE ONE OF THE SCREEN SENSATIONS OF 1916!

IF YOU ARE NOT YET A PARAMOUNT EXHIBITOR, BOOK THE PARAMOUNT PROGRAM IN ORDER TO OBTAIN THIS EXTRAORDINARY PICKFORD PRODUCTION!

SEE WHAT PARAMOUNT SAYS OF THIS UNUSUAL SUBJECT ON FOLLOWING PAGES

# FILM COMPANY

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126-130 W. 56th STREET
NEW YORK

Canadian Distributors—
Famous Players
Film Service, Ltd., Calgary—
Montreal—Toronto

48 FAMOUS FEATURES A YEAR

# Mary Pickford

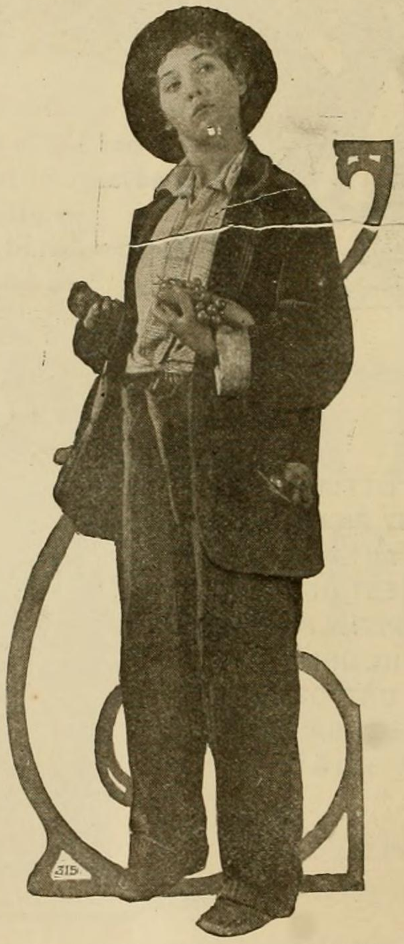
**In an extraordinary characterization**

# "Poor Little Peppina"

The first seven reel picture in which the screen's foremost star has been presented. Produced by the FAMOUS PLAYERS FILM CO. in style, complete and superior in every detail from photography to settings.

"Poor Little Peppina" is the type of production which has unusual drawing power—a photoplay that will do much to build up a theatre in the minds of its patrons. It is in every sense a

## PARAMOUNT PICTURE



### *The Unusual Story:*

A child of wealthy Americans kidnapped by Italians is made to work in a Sicilian vineyard, and becomes in succession a stowaway disguised as a boy, a bootblack, an employee of an opium den, a messenger boy, and finally, the restored millionaire's daughter who comes into her own.

**"Poor Little Peppina" will undoubtedly be accepted as Mary Pickford's greatest photoplay triumph.**

Paramount Pictures Corporation
FOUR EIGHTY FIVE FIFTH AVENUE at FORTY FIRST ST.
NEW YORK, N.Y.

Paramount Pictures

3019 A

# Here's an Opportunity for Paramount Exhibitors

Unusual advance publicity has caused many of our leading exhibitors to request advance bookings on

# Poor Little Peppina

**Booked three weeks solid in advance of release date, at**

Jones, Linick & Schaefer's La Salle Theatre, Chicago; and also at Broadway Theatre, New York, Feb. 20.

It is a winner from a business point of view and a picture of rare beauty and charm for your patrons. This wonderful production of

**FAMOUS PLAYERS FILM CO.**

is the first seven reel photoplay in which this idolized star,

**MARY PICKFORD**

has ever appeared, and is in every sense a

## *Paramount Picture*

Anticipating the demand from our exhibitors for **advance and extended bookings,** we have supplied all exchanges with **additional prints** so that every one can take advantage of this opportunity.

**Don't put it off—Ask Your Exchange Today.**

Paramount Pictures Corporation
FOUR EIGHTY FIVE FIFTH AVENUE at FORTY FIRST ST.
NEW YORK, N.Y.

Paramount Pictures

THE PIONEER AND PREMIER PRODUCING
CELEBRATED STARS AND

"48 FAMOUS PRODUCTIONS A YEAR"

# ALL OVER THE COUNTRY

PARAMOUNT EXHIBITORS ARE BOOKING
FAMOUS PLAYERS FILM CO.'S
EXTRAORDINARY PRODUCTION,

## MARY PICKFORD

IN

## "POOR LITTLE PEPPINA"

*By Kate Jordan,*

IN ADVANCE OF ITS REGULAR RELEASE
ON THE PARAMOUNT PROGRAM,
MARCH 2ND.

**Paramount exhibitors will re-book this unusual production— Others will become Paramount Exhibitors in order to obtain it. The whole vast motion picture public will want to see this great production. Show it to them!**

# FAMOUS PLAYERS

ADOLPH ZUKOR, PRESIDENT
DANIEL FROHMAN, MANAGING DIRECTOR
CANADIAN DISTRIBUTORS ~ FAMOUS PLAYERS FILM

COMPANY IN THE PRESENTATION OF
PLAYS IN MOTION PICTURES

# The Verdict of the Leading Newspapers

**of Chicago and Philadelphia, where the Famous Players Film Company's unusual production, Mary Pickford in "Poor Little Peppina," has received extended bookings in advance of its regular release, is expressed in the following enthusiastic manner:**

"Mary Pickford plays with a sincerity, a vitality, and an unconsciousness that make her work carry in astonishing measure the imprint of reality. The picture is beautifully produced and interestingly developed, moving along with plausibility."—Kitty Kelly in the Chicago Tribune.

"'Poor Little Peppina,' Mary Pickford's newest film, is distinctive for several reasons."—Louella O. Parsons in the Chicago Herald.

"Mary Pickford's remarkable versatility is presented in full measure in 'Poor Little Peppina,' a gripping photoplay. The picture which is the best in which Miss Pickford has ever appeared, runs for a full hour and a half, and there is action every minute."—Philadelphia Evening Bulletin.

"Not since that marvelous creation, 'Jean, the Juggler of Notre Dame,' of Mary Garden's was revealed, has as an attractive and well acted 'boy' been seen. One finds the same assurance of art in both characters. 'Poor Little Peppina' is cleverest of Pickford pictures."—Philadelphia Evening Ledger.

"The staging is very elaborate, the scenes are realistic to the minutest detail. As to the acting, Mary Pickford is, as always, adorable and a joy to watch."—Philadelphia North American.

"'Peppina' arouses everybody's sympathy and the audiences yesterday were as one in voting this character one of the most fascinating enacted by Miss Pickford. Scenically the photoplay is built large, and the story never abates in interest."—Philadelphia Record.

**You will agree that this notable Famous Players' production deserves every word of these great newspapers' praise!**

"48 FAMOUS PRODUCTIONS A YEAR"

FILM COMPANY

STUDIOS AND EXECUTIVE OFFICES
126-130 W 56TH ST., NEW YORK
SERVICE, LTD., CALGARY-MONTREAL-TORONTO

THE PIONEER AND PREMIER PRODUCING COMPANY IN THE PRESENTATION OF CELEBRATED STARS AND PLAYS IN MOTION PICTURES

# An Overwhelming Triumph

**Following the enthusiastic tributes paid Famous Players' extraordinary production,**

## Mary Pickford in "Poor Little Peppina"

**by the newspapers of Chicago and Philadelphia, the New York dramatic critics have unanimously declared this unusual subject to be a genuine photoplay sensation.**

"48 FAMOUS PRODUCTIONS A YEAR"

### *The Verdict of New York:*

"Altogether adorable."—N. Y. Times.

"'Poor Little Peppina' is filling the Broadway Theatre to the standing-room line. The story grips the spectators."—N. Y. Eve. Sun.

"To 'Poor Little Peppina' Mary Pickford brings every ounce of that art for which she is famous."—N. Y. Tribune.

"Mary Pickford will doubtless add another laurel to her wreath by her splendid work."—N. Y. American.

"An artistic incident of immense importance to the world of motion pictures."—N. Y. Sun.

"Pure artistry."—N. Y. Eve. Mail.

"Touches all the emotions."—N. Y. Eve. World.

"In a class by itself—the greatest of Mary Pickford's efforts."—N. Y. Telegraph.

**The critics and public of YOUR city will agree with the metropolitan endorsements of this superb production, receiving extra-run bookings throughout the country—released on the**

## *Paramount Program*

***March 2nd***

# FAMOUS PLAYERS FILM CO.

ADOLPH ZUKOR, PRESIDENT

DANIEL FROHMAN, MANAGING DIRECTOR

STUDIOS AND EXECUTIVE OFFICES

124-130 WEST 56TH. STREET, NEW YORK

CANADIAN DISTRIBUTORS

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PARAMOUNT PICTURES

DANIEL FROHMAN
PRESENTS

# MARY PICKFORD

IN A
VERY UNUSUAL
CHARACTERIZATION
AS

# "POOR LITTLE PEPPINA"

*By*
*KATE JORDAN,*

IN SEVEN PARTS
(IF BOOKED AS A PRE-RELEASE ATTRACTION)

RELEASED MARCH 2ND.

*PRODUCED BY THE*

# FAMOUS PLAYERS FILM Co.

**ADOLPH ZUKOR, President,**
DANIEL FROHMAN, Managing Director

**126-130 W. 56th St., NEW YORK**

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48 FAMOUS FEATURES A YEAR

48 FAMOUS FEATURES A YEAR

THE PIONEER AND PREMIER PRODUCING COMPANY
IN THE PRESENTATION OF CELEBRATED STARS
AND PLAYS IN MOTION PICTURES

"48 FAMOUS PRODUCTIONS A YEAR"

# ALL OVER THE COUNTRY

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FAMOUS PLAYERS
48 SUPREME PHOTOPLAYS A YEAR

DANIEL FROHMAN
PRESENTS

# MARY PICKFORD

IN A PHOTO-DRAMA OF HUMANITY,

# "THE ETERNAL GRIND"

BY WILLIAM H. CLIFFORD

IN FIVE PARTS, RELEASED APRIL 10TH ON THE

**Paramount Program**

## FAMOUS PLAYERS FILM Co

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DANIEL FROHMAN, MANAGING DIRECTOR
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CANADIAN DISTRIBUTORS–FAMOUS PLAYERS FILM SERVICE LTD.

PARAMOUNT PROGRAM

# The Eloquent Climax of the Silent Drama—

FAMOUS PLAYERS —
485 FIFTH AVENUE
ADOLPH ZUKOR
PRESIDENT
JESSE L. LASKY
VICE-PRESIDENT

# PARAMOUNT PROGRAM

DANIEL FROHMAN Presents

## MARY PICKFORD

in a lovable photo-play

## "HULDA from HOLLAND"

By Edith Barnard Delano

Released on the *Paramount Program* Monday, July 31st

DANIEL FROHMAN Presents

## MARGUERITE CLARK

in a fanciful romantic photo-play

## "LITTLE LADY EILEEN"

By Betty Fitzgerald

Released on the *Paramount Program* Thursday, August 3rd

# ASKY CORPORATION

NEW YORK CITY

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HAIRMAN, BOARD OF DIRECTORS

DANIEL FROHMAN
CECIL B. DEMILLE } PRODUCING MANAGERS

DANIEL FROHMAN Presents

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in a lovable photo-play,

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Released on the *Paramount Program*
Monday, July 31st

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Presents

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in a fanciful romantic photo-play,

## "LITTLE LADY EILEEN"

By Betty Fitzgerald

Released on the *Paramount Program*
Thursday, August 3rd

# FAMOUS PLAYERS-LASKY CORPORATION

485 FIFTH AVENUE
NEW YORK

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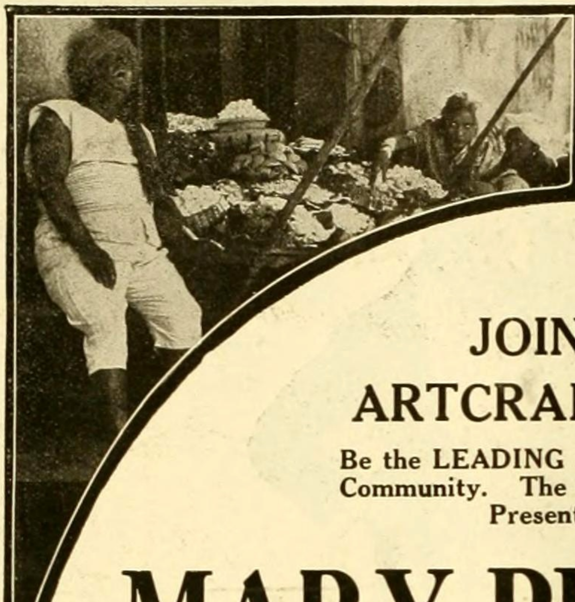
# ARTCRAFT PICTURES ADVERTS 1916

Distributors of the Best in Motion Pictures

# ARTCRAFT PICTURES CORPORATION



## JOIN THE ARTCRAFT CIRCLE!

**Be the LEADING EXHIBITOR in Your Community. The Way to Lead Is to Present the Best.**

# MARY PICKFORD

**Is by far the Best in Motion Pictures. Her First Superior Production, RELEASED IN OCTOBER, is "LESS THAN THE DUST."**

**These LEADING THEATRES Have BLAZED THE TRAIL:**

STRAND, New York; COLONIAL, Chicago; STILLMAN, Cleveland; MADISON, Detroit; PARKWAY, Baltimore; GLOBE, Boston; WALNUT, Cincinnati; NEW GRAND CENTRAL, St. Louis; PORTOLA, San Francisco; CLUNE'S BROADWAY, Los Angeles; and HUNDREDS OF OTHERS.

## BE A LEADER YOURSELF

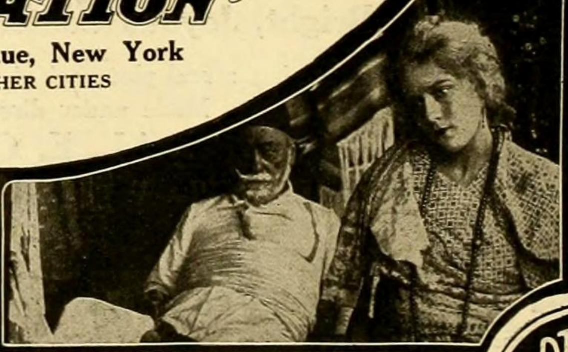
***BOOK NOW!***

THROUGH

## ARTCRAFT PICTURES CORPORATION

**729 Seventh Avenue, New York**

AND IN 15 OTHER CITIES



ARTCRAFT PICTURES

*Distributors of the Best in Motion Pictures*

# ARTCRAFT PICTURES CORPORATION

## JOIN THE ARTCRAFT CIRCLE!

*The Successful Theatre of Tomorrow Lays Its Foundation Today*

**In Building for the Future the Progressive Exhibitor Instinctively Books the New Superior Productions of**

# MARY PICKFORD

**The First, "LESS THAN THE DUST," has been completed and surpasses the most extravagant expectations. Star and story are perfect; cast and director have done nobly. This emphatic stimulus to the motion picture Art-Industry will be supplied in a few weeks.**

HUNDREDS OF

## LEADING THEATRES

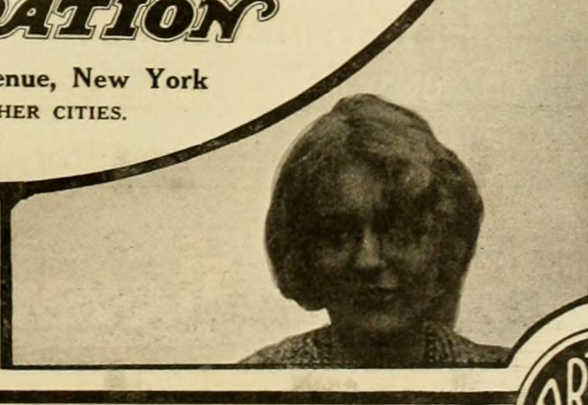
WILL PRESENT THESE PRODUCTIONS

BY ARRANGEMENT WITH

## ARTCRAFT PICTURES CORPORATION

**729 Seventh Avenue, New York**

**AND IN 15 OTHER CITIES.**



Distributors of the Best in Motion Pictures

ARTCRAFT PICTURES CORPORATION

# MARY PICKFORD

*Announces*

*As the Release Date for*

# "LESS THAN THE DUST"

THE FIRST SUPERIOR PRODUCTION
MADE BY HER OWN COMPANY

## HAVE YOU BOOKED IT?

ARTCRAFT PICTURES CORPORATION

729 SEVENTH AVENUE, NEW YORK

*AND IN 15 OTHER CITIES*

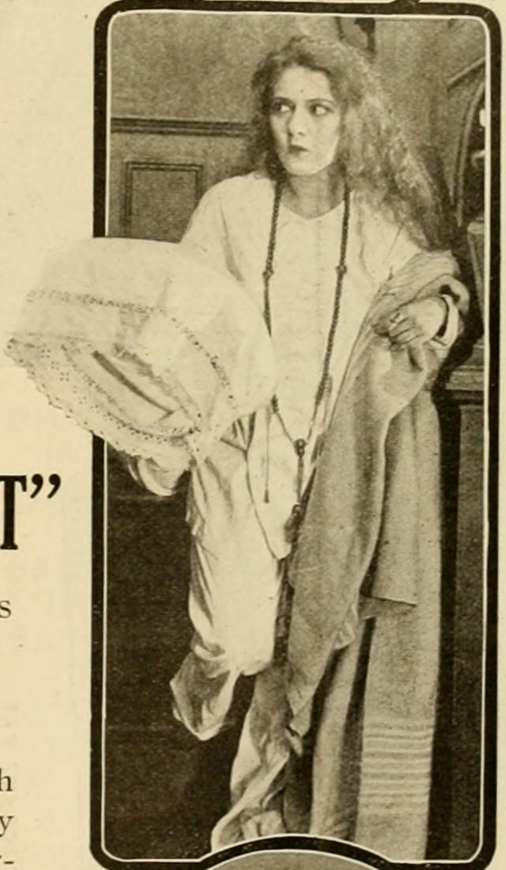
Distributors of the Best in Motion Pictures

# ARTCRAFT PICTURES CORPORATION

## LOGIC WITHOUT A FLAW!

YOU don't have to tell a real traveler what the standard railroads of America are. You only have to tell him what time the trains start.

THE progressive exhibitor simply wants to know when



# MARY PICKFORD

**In**

# "LESS THAN THE DUST"

Is to be released. The date is

## November 6

This new superior production with perfectly synchronized music score by Edward J. Howe, published by G. Schirmer (Inc.), distributed exclusively by

## ARTCRAFT PICTURES CORPORATION

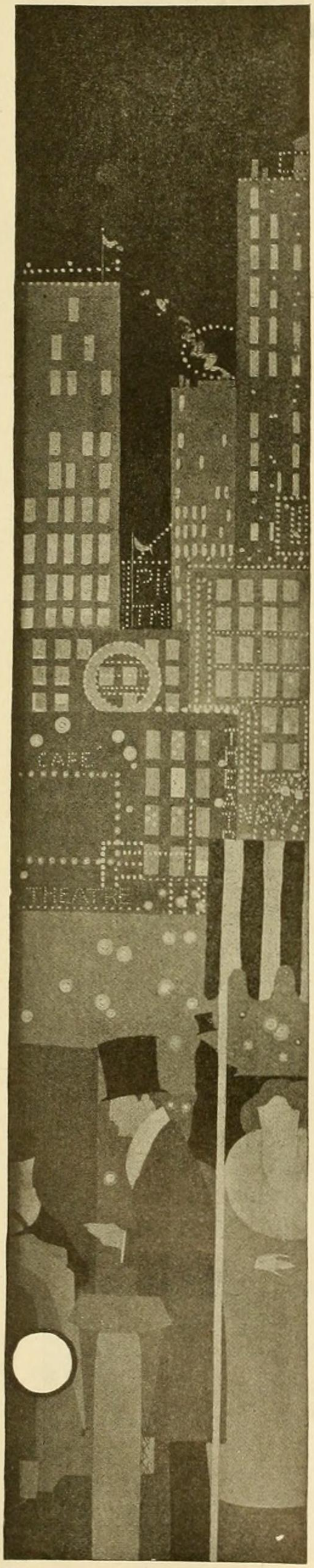
**729 Seventh Avenue, New York**

**And in 15 Other Cities**

*Distributors of the Best in Motion Pictures*

"AMERICA'S SWEETHEART"
ARTCRAFT PICTURES
Mary Pickford
in
"LESS THAN THE DUST"
WILL PROVE ABSOLUTELY THE BANNER BOX-OFFICE ATTRACTION OF THE YEAR.
THIS IS THE FIRST SUPERIOR PRODUCTION MADE BY HER OWN COMPANY - IF YOU HAVE NOT BOOKED IT WATCH YOUR PATRONS GO TO YOUR COMPETITOR'S THEATRE.
ARTCRAFT PICTURES CORPORATION
729 SEVENTH AVENUE · NEW YORK

ARTCRAFT PICTURES
SCENES FROM
"LESS THAN THE DUST"
RELEASED NOVEMBER 6TH.




# SHE GREW UP WITH THE MOTION PICTURE

EVERY great movement in the world's history, every great epoch in art and industry, has had its individual who, better than anything else, has represented it. Napoleon was the great light that burned in an age of social chaos; Benjamin Franklin was the great mind that mixed common sense and fiery patriotism in the Revolutionary days; Andrew Carnegie was the genius of steel. When science and art combined to perfect the motion picture—that delicate mechanism by which animation was given to shadows—it was a little girl who opened the hearts of millions by the spark of genius and love expressed on the screen. That little girl was

# MARY PICKFORD

She is known universally as the "World's Sweetheart." And as the great art of motion pictures grew, expanded and developed until it encircled the globe, wherever motion pic-

***60,000 people saw this first Artcraft-Pickford Picture in Greater New York alone—thousands more were denied!***

tures went "Little Mary" went too. She is the spirit of the silent drama; the soul that breathes on the shadow screen. And now comes a crowning effort, Mary Pickford's own contribution, produced by her own company, and publicly presented through Artcraft Pictures Corporation, the wonderful film,

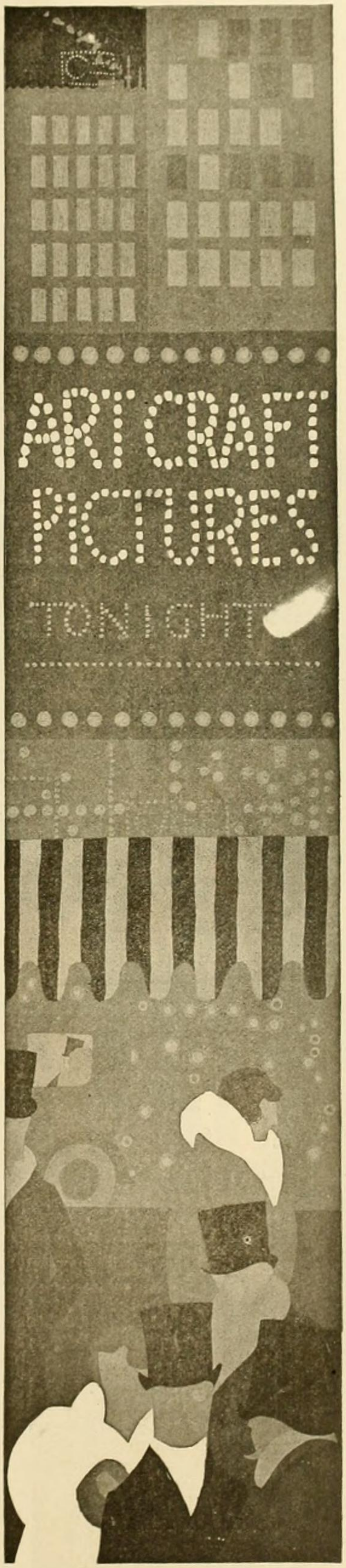
# "LESS THAN THE DUST"

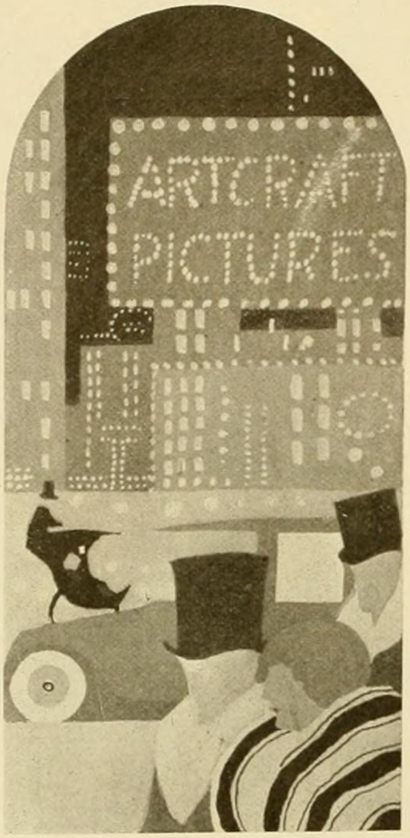
A story about India, about its marvellous mysticism, its traditions, its sun-lit skies, wastes of sand and its struggle against the white man's rule. This great human story, through which a sprite of a girl moves in absorbing situations, has been publicly shown for the first time beginning November 5th

## ARTCRAFT PICTURES CORPORATION

729 SEVENTH AVE.
NEW YORK

***Eighty-one Theatres in the U. S. showed this picture for six days or more the first week!***






# MARY PICKFORD
IN
# "LESS THAN THE DUST"

EVERY box-office in Filmerica knows that there is only one Mary, but who ever thought that she had supernatural powers?

To explain: Let us give an excerpt from a letter we just received from an exhibitor who ran "Less Than the Dust" for one week:

*This Artcraft-Pickford Picture has done more than give us the biggest week in our his-*

# MARY PICKFORD

IN

# "LESS THAN THE DUST"

*tory—it has brought to our house the best people of our town—hundreds of faces that were new to us—indeed, folks who we know attended pictures for the first time.*

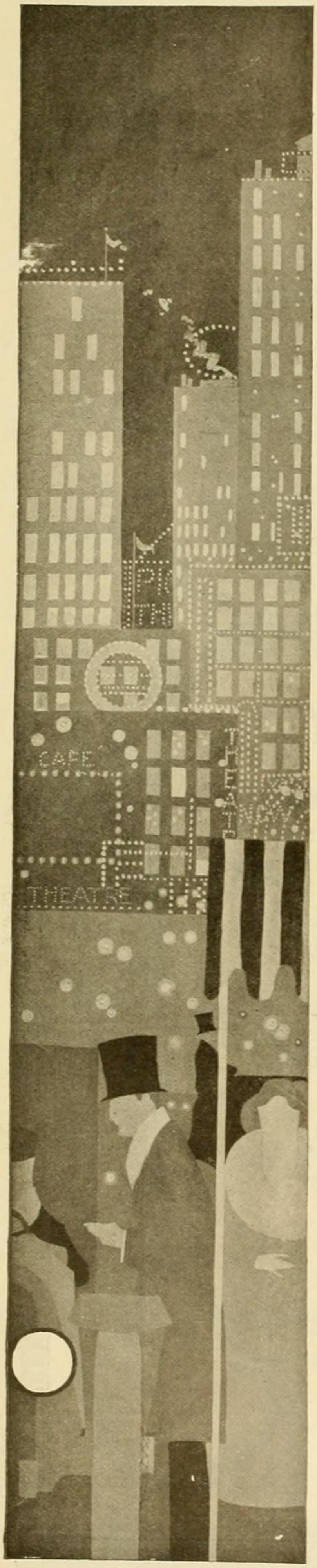
You may beg and implore and pray for this character of audience, but only Mary can bring it to you—Mary, that wizardrous little being who seems to exercise a strange influence between the public and the box-office.

Artcraft has broken all booking records with its first Pickford picture — exhibitors are breaking all receipt records.

Don't *write* for particulars—because maybe your competitor is *wiring.*

## ARTCRAFT PICTURES CORPORATION

729 SEVENTH AVE., NEW YORK




# "TONAL QUALITY"

is not solely a musical term—it may also be applied to the high character of people who are somehow dragged from their fire-places when a Mary Pickford picture is shown in their town.

It is pictures such as these that Artcraft will submit from time to time—*never* the commonplace star in a threadbare story; *always* the "rare catch" in a play of excellence.

ARTCRAFT PICTURES
CORPORATION
729 SEVENTH AVENUE, NEW YORK

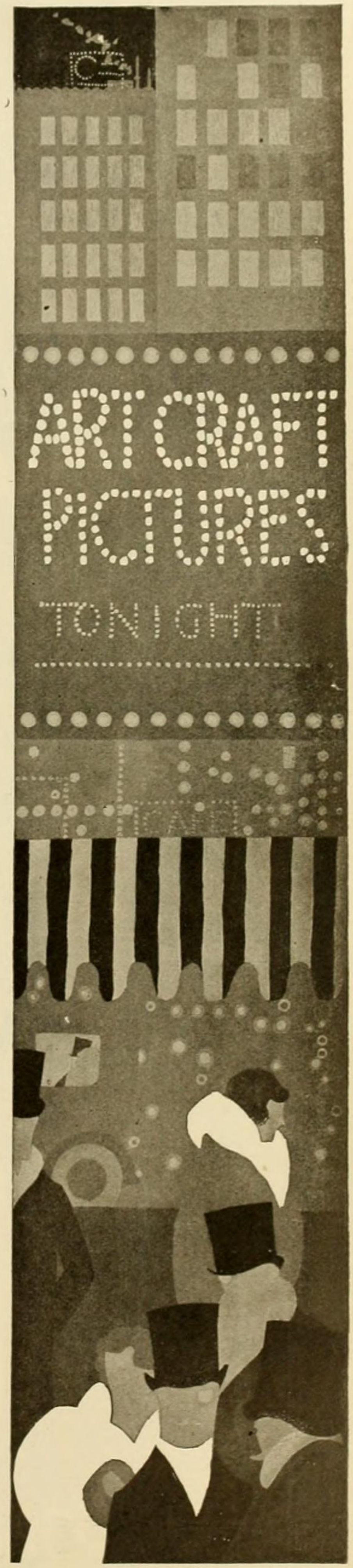
Watch for interesting Artcraft announcements to be made soon—interesting for Exhibitors as well as for producers.

# MARY PICKFORD

blazes the way for a new era for the *one day* exhibitor — the small house that daily changes its feature attraction. Better to present the great photoplay "Less Than the Dust" *two days* to capacity audiences than two mediocre features one day each.

No picture theatre really reflects the desires of its patrons that does not present Mary Pickford's Artcraft productions.

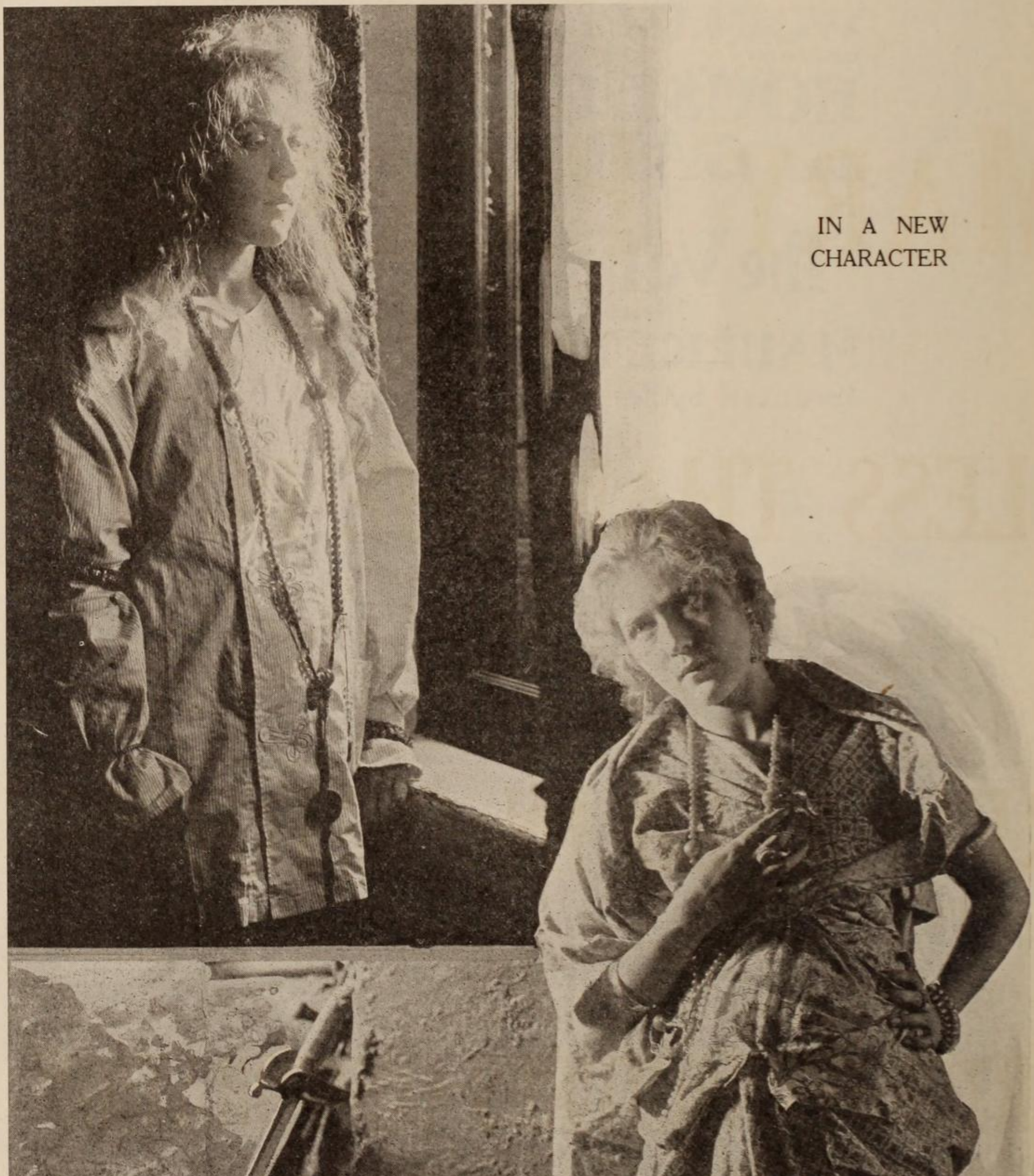
ARTCRAFT PICTURES
CORPORATION
729 SEVENTH AVENUE, NEW YORK




Compare your matinee receipts when you play Mary Pickford productions with your box-office returns when you present ordinary features. The women and children know! So do wise exhibitors.

# ARTCRAFT PICTUR

## Distributors of the



IN A NEW CHARACTER

ES CORPORATION
Best in Motion Pictures

# MARY PICKFORD

IN

# "LESS THAN THE DUST"

Written by
HECTOR TURNBULL

Direction of
JOHN EMERSON

# RELEASED IN OCTOBER

BY

# ARTCRAFT PICTURES CORPORATION

729 Seventh Avenue, New York City

# Artcraft Pictur
## Distributors of the

### *Make Applications Immediately*

FOR THE [illegible]

# MARY PICKFORD

**Productions, the First to be Released in October by the**

## *Following Artcraft Exchanges:*

**1** **NEW YORK**—729 Seventh Avenue—**Arthur G. Whyte, Manager.** All of New York State; northern New Jersey.

**2** **BOSTON**—248 Boylston Street—**Samuel Bernfield, Manager.** All of New England.

**3** **PHILADELPHIA**—1220 Vine Street—**B. C. Cunningham.** Eastern Pennsylvania, east of Harrisburg; southern New Jersey.

**4** **WASHINGTON**—1320 F Street, N. W.—**V. P. Whitaker, Manager.** District of Columbia, Delaware, Maryland, Virginia and eastern North Carolina.

**5** **ATLANTA**—73 Walton Avenue—**C. W. Brandon, Manager.** Georgia, Florida, Alabama, Tennessee and Mississippi; western North Carolina, Louisiana, east of the Mississippi River.

**6** **PITTSBURGH**—1201 Liberty Avenue—**Samuel Plame, Manager.** Western Pennsylvania, northeastern half of West Virginia; eastern half of Ohio.

**7** **CINCINNATI**—Strand Theatre Building—**H. M. Berman, Mgr.** Southwestern Ohio; Kentucky; southwestern West Virginia; all of Indiana south of a line drawn east and west through Logansport.

...ES CORPORATION
...Best in Motion Pictures

8 DETROIT—Peter Smith Building—**Frank Rutledge, Manager.** Michigan, except upper peninsula; northwestern Ohio; northeastern Indiana.

9 CHICAGO—Consumers Building—**Max Goldstine, Manager.** Illinois; northwestern Indiana; southern Wisconsin; eastern Iowa.

10 MINNEAPOLIS—16 No. 4th Street—**Ben E. Drum, Manager.** Minnesota and North and South Dakota; northern Wisconsin; upper peninsula of Michigan; northern half of Iowa.

11 KANSAS CITY—22nd and Grand Ave.—**P. C. Wreath, Manager.** Missouri and Kansas; southern half of Iowa; Nebraska; northern Oklahoma.

12 DALLAS—1919 Main Street—**John J. Rotchford, Manager.** Texas and Arkansas; Louisiana and southern Oklahoma.

**Pacific Coast Representative—Arthur S. Kane**—Temporary address, St. Francis Hotel, San Francisco.

13 DENVER—1440 Welton Street—**T. Y. Henry, Manager.** Colorado, Utah, New Mexico and Wyoming.

14 SAN FRANCISCO—**C. M. Simmons, Manager.** California, Nevada and Arizona.

15 SEATTLE—**H. G. Rosebaum, Manager.**—Temporary address Elks' Club.
Washington, Oregon, Idaho and Montana.

16 TORONTO—12 Queen Street, East—**Artcraft Pictures Corporation, Ltd.** Entire Dominion of Canada.

***Arrange Your Bookings Now!***

ARTCRAFT PICTURES CORPORATION

**729 Seventh Avenue -:- NEW YORK**

ARTCRAFT PICTURES

# ARTCRAFT PICTURES CORPORATION

ARTCRAFT PICTURES

NOVEMBER 7 IS ELECTION DAY
with the Successful Exhibitor

Then He Votes for

# MARY PICKFORD

and the first superior production
made by her own company

# "LESS THAN THE DUST"

Because: MARY PICKFORD has always meant prosperity for his theatre.
He is convinced that under her new banner MARY PICKFORD is still his greatest asset.
To ward off liabilities he needs all the stars he can get like MARY PICKFORD.

Be a Successful Exhibitor!

## ARTCRAFT PICTURES CORPORATION

**729 7th AVENUE, NEW YORK, N. Y., AND IN 15 OTHER CITIES**

ARTCRAFT PICTURES

*Distributors of the Best in Motion Pictures*

ARTCRAFT PICTURES

# Mary Pickford

IN

# "Less Than the Dust"

**Written by**
**Hector Turnbull**

**Direction of**
**John Emerson**

## RELEASED IN OCTOBER

BY

## Artcraft Pictures Corporation

729 Seventh Avenue
New York City

# The Progressive Exhibitor

*and*

# MARY PICKFORD

## Are the Two Greatest Factors in the Motion Picture Industry. Each is Essential to the Other

***The Progressive Exhibitor Understands:***

¶That MARY PICKFORD Has always Been the Best Box Office Attraction in Motion Pictures. * * *

¶That as an Independent Star All Signs Point to a Marvelous Increase of the High Favor in Which She Is Now Held by the Public. * * *

¶That no Matter how Successful the Policy of His Theatre Has Been, a Stimulus Is Required to Retain and Increase His Prosperity. * * *

¶That MARY PICKFORD Is His Greatest Stimulus. * * *

***He Is Now Booking MARY PICKFORD PRODUCTIONS Through***

# ARTCRAFT PICTURES CORPORATION

**729 SEVENTH AVENUE -:- NEW YORK**

**And In Fifteen Other Cities**

SO instantaneous and so overwhelming is the world-wide response to the Announcement that we would distribute the picture productions featuring

# Mary Pickford

***The Famed and Favored Star of Motion Pictures Supreme***

that we are busy night and day answering wire's and letters.

The interesting point about this statement to you is that Mary Pickford Pictures are open for Booking to every Exhibitor in the Country.

Is your telegram or letter among these, or is your competitor's?

At any rate don't get impatient. We are answering them all.

**Artcraft Pictures Corporation**
**729 Seventh Avenue**
**New York**

ARTCRAFT PICTURES CORPORATION

ARTCRAFT PICTURES

# ARTCRAFT PICTURES ADVERTS 1917

Distributors of the Best in Motion Pictures

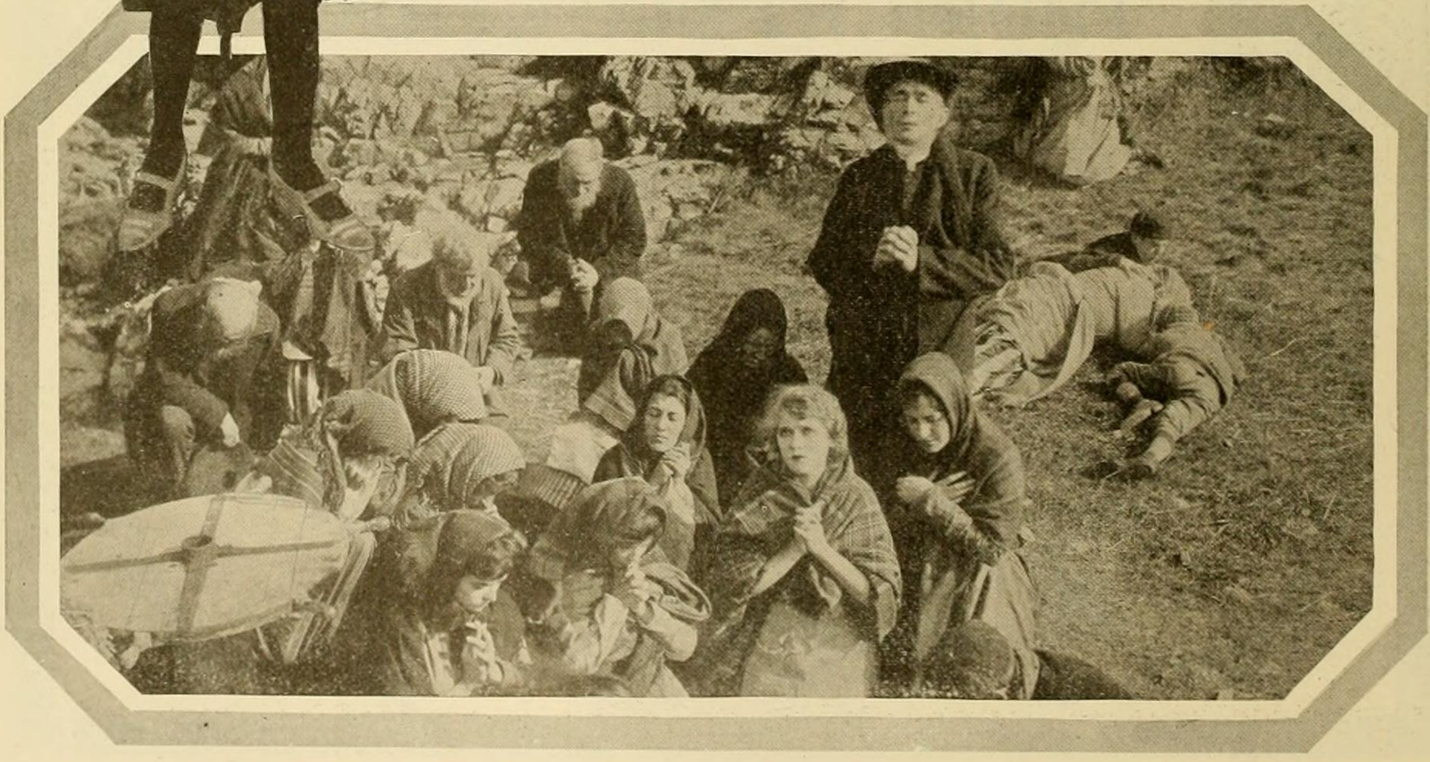
*Artcraft Announces*

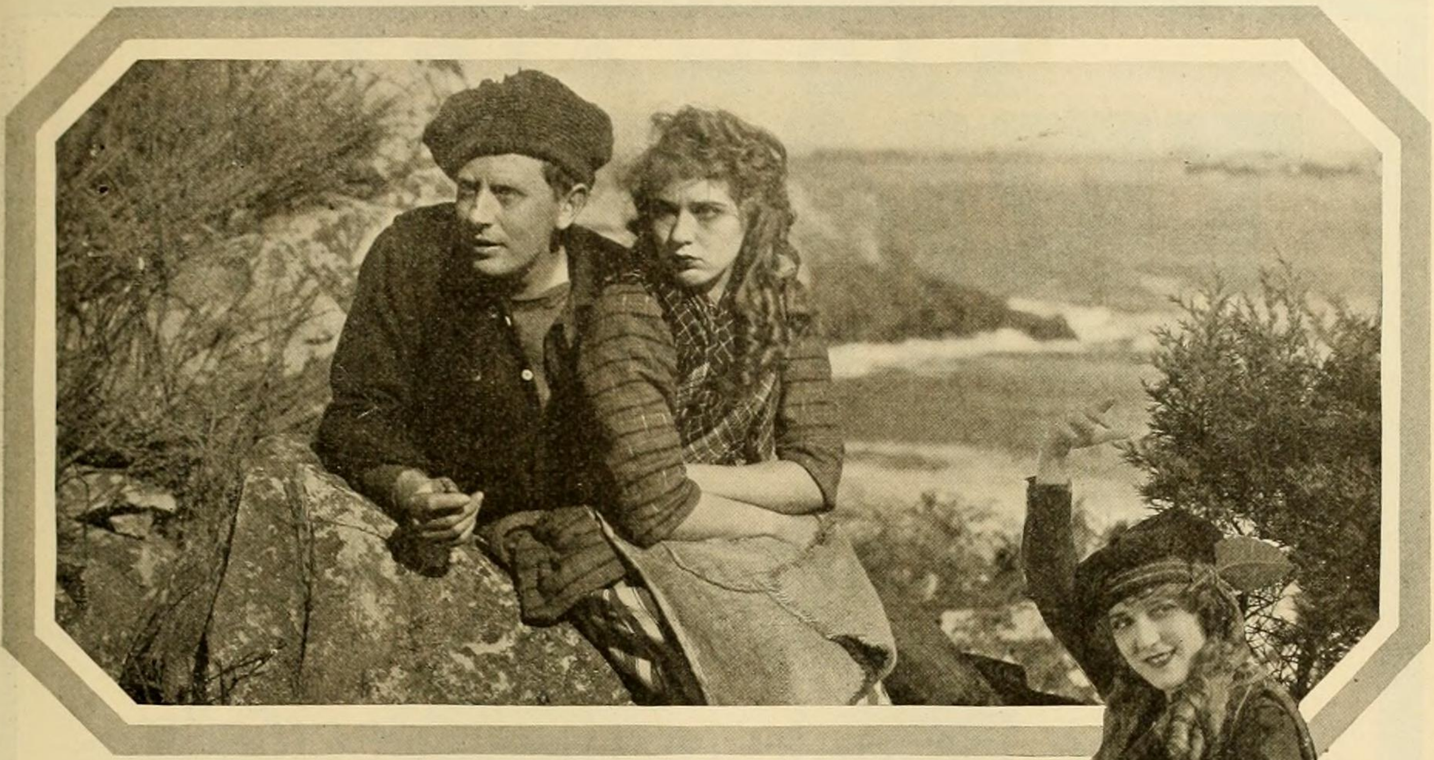
# MARY PICKFORD

*in her latest picture*

# "THE PRIDE OF THE CLAN"

Produced by Maurice Tourneur



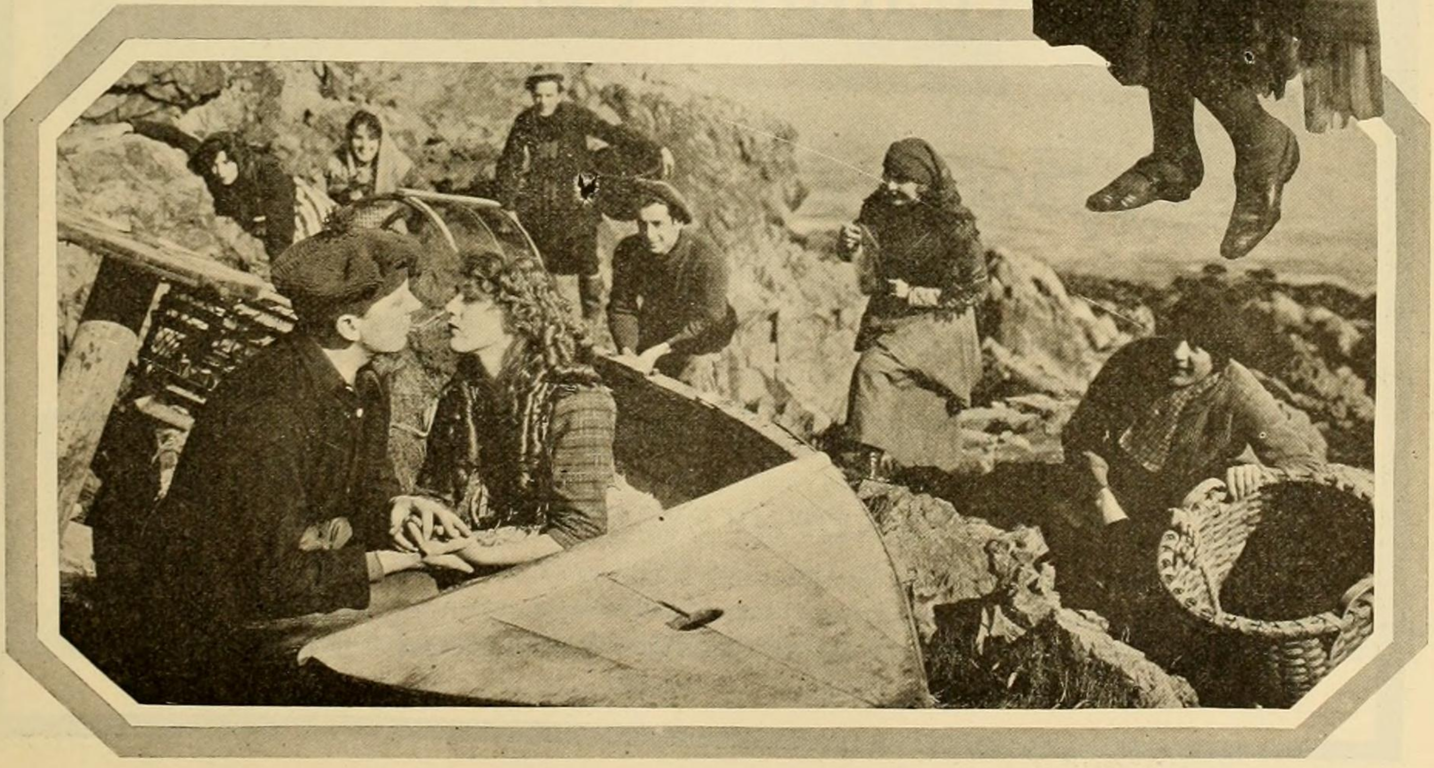


HAVE YOU A PICKFORD CONTRACT?

*First Showing January 8th in 81 Artcraft Theatres*

# ARTCRAFT PICTURES CORPORATION

729 SEVENTH AVENUE, NEW YORK



# Artcraft's Next Great Offerings

Commencing with January, ARTCRAFT will release one picture a month, and that picture, you may depend, will be the most towering feature of the industry.

One ARTCRAFT picture a month with the world's greatest artist will bring your playhouse the prestige that no other amusement medium can duplicate.

*Inquire for particulars now.*

ARTCRAFT PICTURES CORPORATION

# Mary Pickford in The Pride of the Clan

Start the new year with one of Miss Pickford's greatest achievements.

THE 81 FIRST RUN ARTCRAFT THEATRES

will show this picture for the first time

JANUARY 8TH, 1917

Have you a Pickford contract?

# George M. Cohan in Broadway Jones

This event is the millennium in moving pictures—the one feature that America has awaited for years.

This will be an ARTCRAFT February release.

729 SEVENTH AVENUE, NEW YORK

# Artcraft

## Prestige and Profit

# Mary Pickford
## in
# The Pride of the Clan

A typical Pickford Picture, with smiles and curls, with a thrill and a trickling tear.

You must show Pickford Pictures, regardless of your Program or service connections.

Over 100 Artcraft theatres will show this newest Pickford picture on January 8th.
*Have you a Pickford Contract?*

ARTCRAFT PICTURES CORPORATION

# Artcraft

Prestige and Profit

# George M. Cohan
in
# Broadway Jones

His face is better known than the Man in the Moon's—his wit has spread further than the English language—his genius will make him a greater hit in Pictures than he was on the stage.

Book him because he's George M. Cohan—that's reason enough!

The Cohan picture will be Artcraft's February release.

*Contract now.*

729 SEVENTH AVENUE, NEW YORK

# MARY PICKFORD

in

## "The Pride of the Clan"

(Staged by Maurice Tourneur)

***The Greatest Mary Pickford Picture Ever Produced!***

MARY PICKFORD'S new master-production indicates ARTCRAFT'S magnitude in the events of the motion picture future and marks the new ARTCRAFT policy of one supreme attraction each month.

"THE PRIDE OF THE CLAN" would be a notable screen achievement without MARY PICKFORD; with this incomparable favorite as its star, this artistic picture will be recorded one of the biggest events of filmland.

ARTCRAFT PICTURES CORPORATION

# What We Think The Critics Will Say:

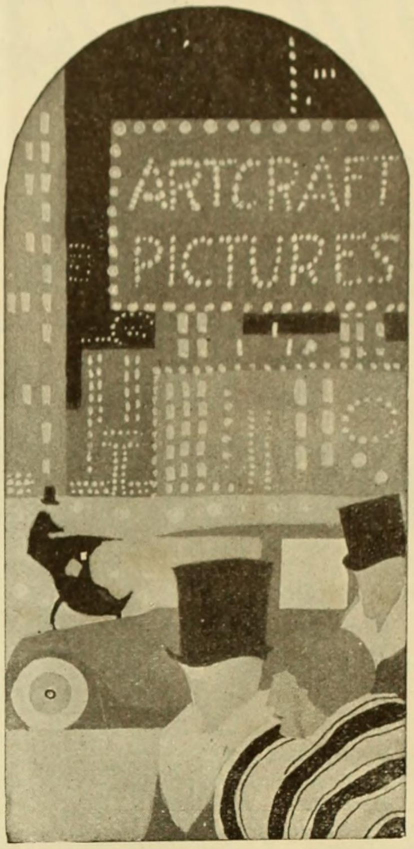
"The most exquisite screen characterization ever created."

"Mary Pickford never reaches the limit of her artistic possibilities. Every time we think she has, she surpasses all her previous efforts. This she does in 'The Pride of the Clan.'"

"'America's Sweetheart' in the sweetest story every screened, produced by a master."

"A Mary Pickford picture that more than ever crystallizes for all time not only the wonderful charm of the most popular girl in the world, but affords her opportunity to display a dramatic finesse of rare merit."

"With her golden curls, her sweet smile and a charming art that is universally admired, Mary Pickford in 'The Pride of the Clan' will gladden the heart of the world."




729 SEVENTH AVENUE, NEW YORK CITY

# The Greatest Mary Pickford Characterization ever created

## now showing

in one hundred first run theatres
from one to three weeks

"Rags"

"Tess of the Storm Country"

"Madame Butterfly"

"The Pride of the Clan"

"Hulda from Holland"

"Poor little Peppina"

"Less Than The Dust"

# Mary Pickford

In

## "The Pride of the Clan"

(Directed by Maurice Tourneur)

Released by

## Artcraft Pictures Corporation

729 Seventh Ave., N.Y. City

# Mary Pickford

in

# "A Poor Little Rich Girl"

## From the play by Eleanor Gates

She was rich — yet poor; she lived in a mansion—yet she was lonely; her playmates!—she had none at all; and then—across the sweet mind of youth came the vision of the happiness of the other kind of child. A story that no other than Mary Pickford can tell in pictures.

**To be released March 5th by**

**Artcraft Pictures Corporation**

729 Seventh Ave, New York.

A Story of Childhood That a Hundred Million Parents Want To See With Their Children.

# MARY

# PICKFORD

She lived in a house of gold—yet her spirit was imprisoned. Wealth of goods she had— yet she was poor. Her parents were too busy to see her; their servants did not love her. Such is the story of "A Poor Little Rich Girl," greatest of all the Mary Pickford record breaking productions.

## Artcraft Pictures Corporation

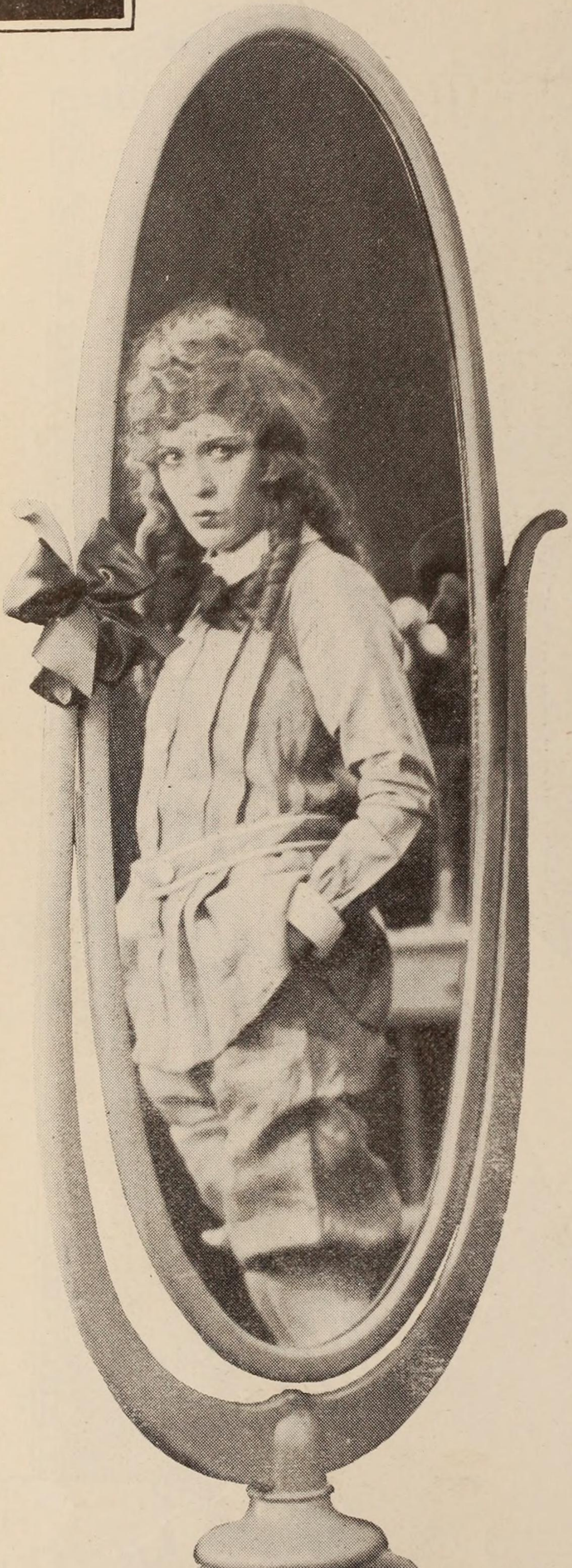
729-Seventh Ave., New York

Be sure to mention "MOTION PICTURE NEWS" when writing to advertisers

# "A POOR LITTLE RICH GIRL"

FROM THE PLAY BY
ELEANOR GATES
DIRECTED BY
MAURICE TOURNEUR

To be Released
MARCH 5TH



# The Photoplay a Million

# MARY

Mary Pickford's new picture will charm everyone that sees it regardless of age. A tragic incident in which little Gwen sees things as they really are brings home a moral most forcibly and presents surprises both in the theme of the story as well as in artistic effects of rare accomplishment in the photoplay art. Staged by a master and with Mary Pickford in the stellar role, this subject will strike a chord of favor among young and old alike for its power to entertain, educate and surprise.

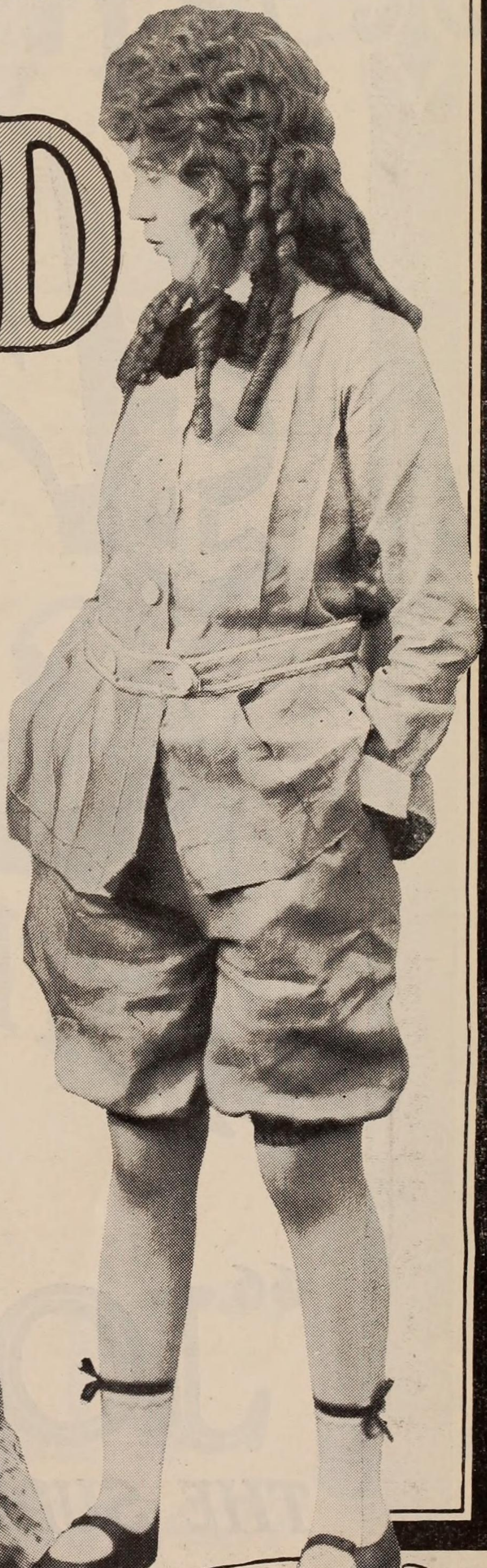
**Artcraft Pictures Corporation**
729 Seventh Ave., New York

# Parents will take their Children to see

# PICKFORD

in

# "A POOR LITTLE RICH GIRL"

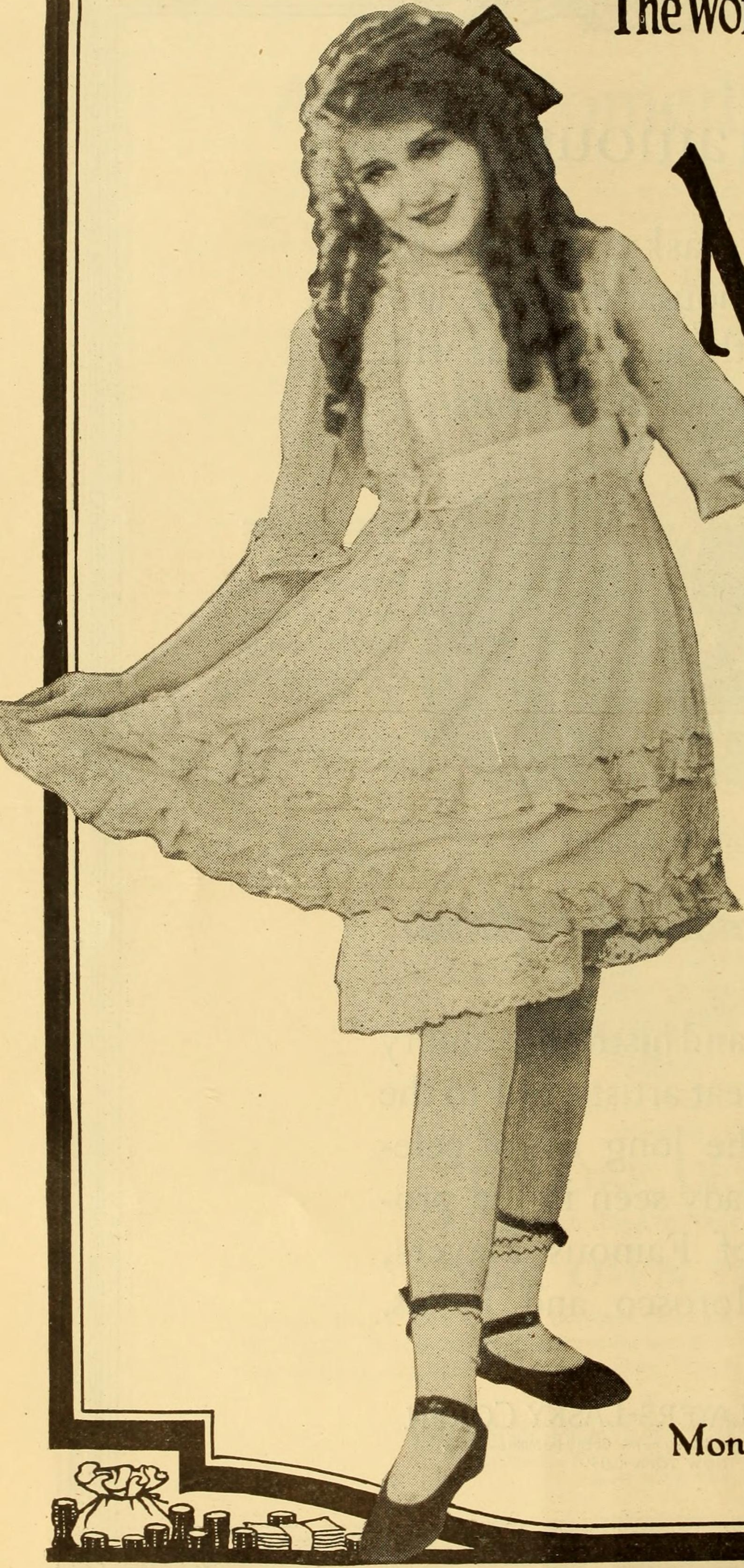


From the Play by ELEANOR GATES
Directed by MAURICE TOURNEUR

EIGHTY FIRST-RUN HOUSES WILL SHOW IT — WHEN WILL YOU?

RELEASED
MARCH 5TH

# The World's Greatest Film Star in



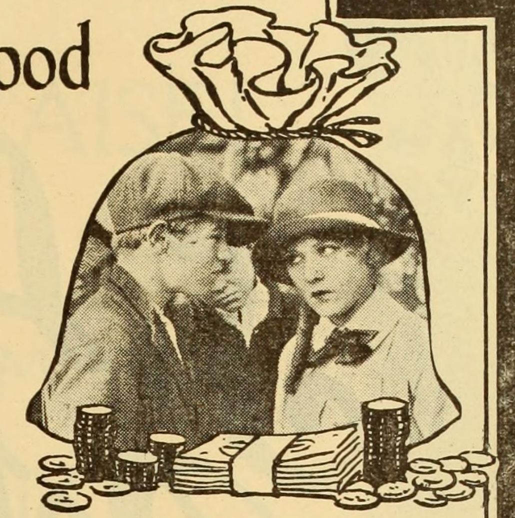
# MARY

**This is the long awaited photoplay that a hundred million parents will take their children to see.**

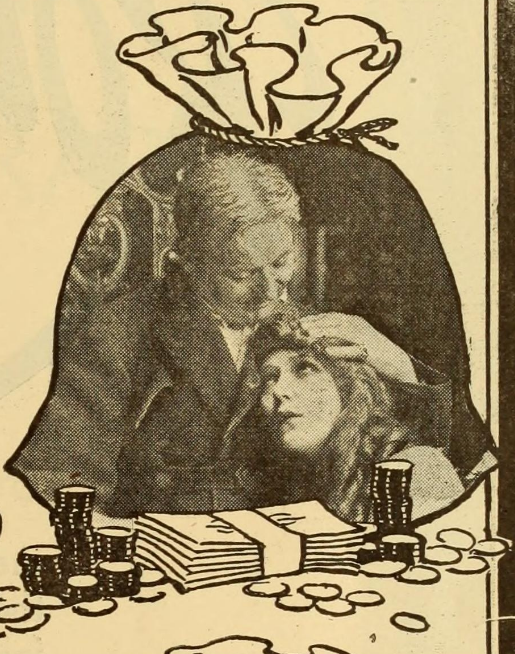
RELEASED
Monday MARCH 5th Through

The World's Best Known Story of Childhood

# PICKFORD



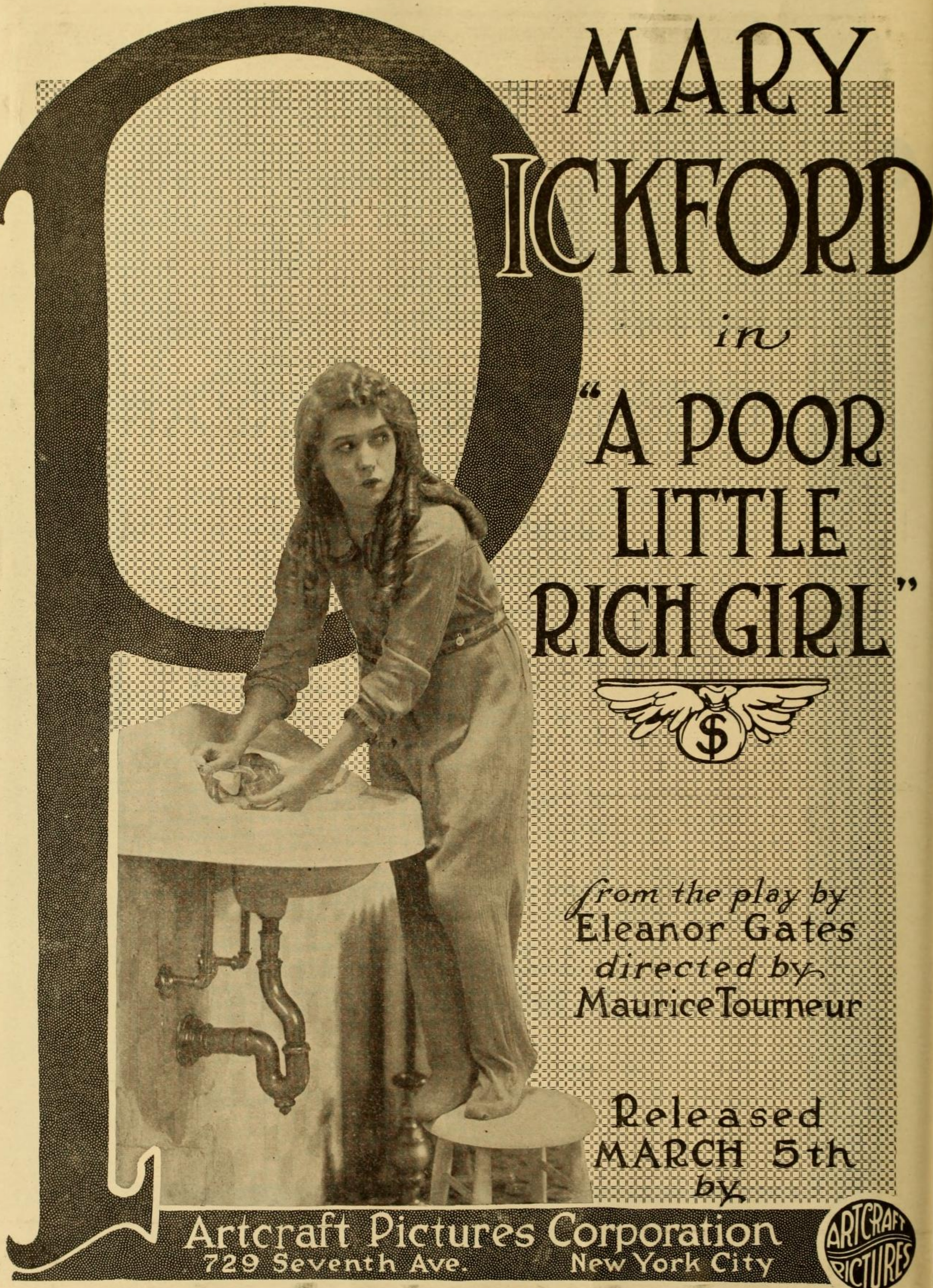
IN HER LATEST
ARTCRAFT PICTURE

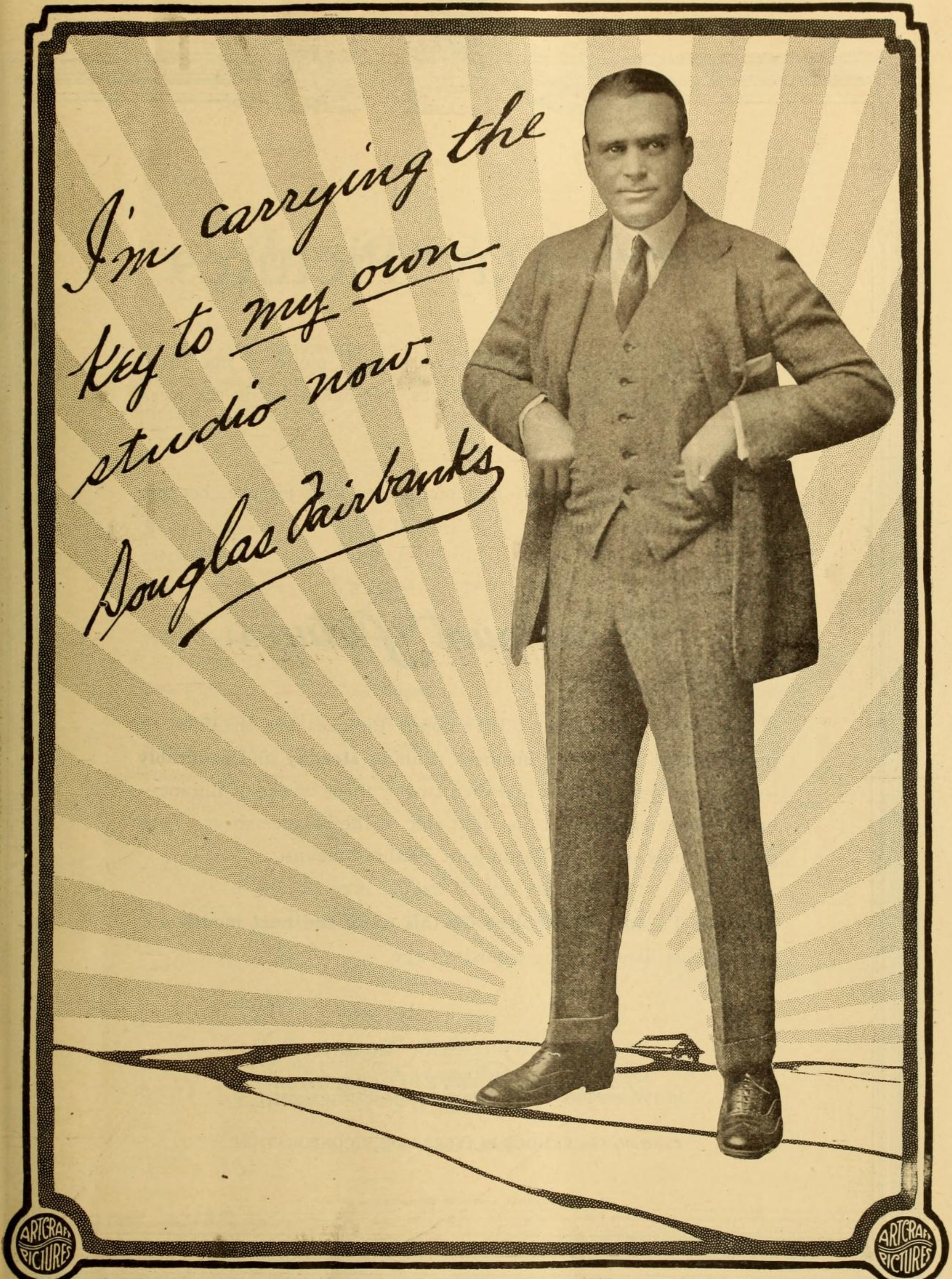


# "A POOR LITTLE RICH GIRL"

From the Play by ELEANOR GATES
Directed by MAURICE TOURNEUR

Artcraft Pictures Corporation
729 Seventh Ave., New York


MARY
PICKFORD
in
"A POOR
LITTLE
RICH GIRL"
from the play by
Eleanor Gates
directed by
Maurice Tourneur
Released
MARCH 5th
by
Artcraft Pictures Corporation
729 Seventh Ave. New York City
ARTCRAFT PICTURES


I'm carrying the
key to my own
studio now.
Douglas Fairbanks
ARTCRAFT PICTURES
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# Mary Pickford

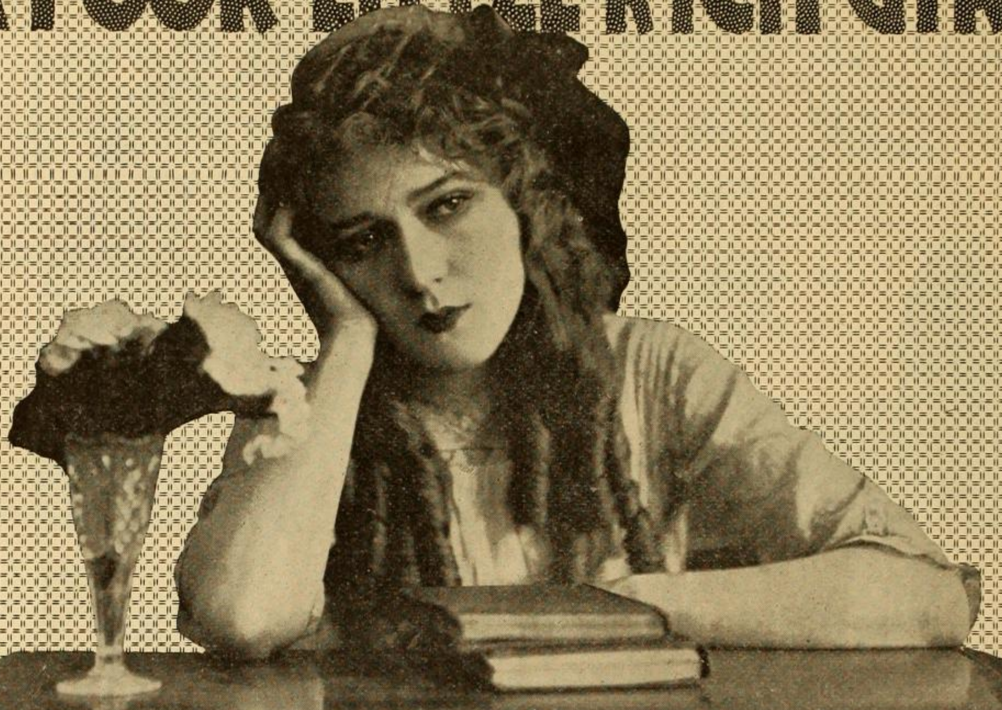
ARTCRAFT PICTURES

**The Strand, N. Y., and 87 other leading theatres show "A Poor Little Rich Girl" for a full week or more.**

Lyric, London
Garden, Paterson, N. J.
Regent and Gordon, Rochester, N. Y.
Strand, Syracuse, N. Y.
Strand, Buffalo, N. Y.
Park, Worcester, Mass.
Emery, Providence, R. I.
Shea's, Fitchburg, Mass.
Globe, Boston, Mass.
Strand, Lynn, Mass.
Merrimac Sq., Lowell, Mass.
Salem, Salem, Mass.
Poli, Hartford, Conn.
Bijou, Bridgeport, Conn.
Modern, Boston, Mass.
Broadway, Springfield, Mass.
Colonial, Pittsfield, Mass.
Scollay Sq. and Olympia, Boston, Mass.
Keeney's, New Britain, Conn.
Arcadia, Reading, Pa.
Strand, Scranton, Pa.
Savoy, Wilkes-Barre, Pa.
Stanley, Philadelphia, Pa.
Palace, Philadelphia, Pa.
Stanley, Atlantic City, N. J.
Belmont, Philadelphia, Pa.
Queen, Wilmington, Del.
Parkway, Baltimore, Md.
Columbia, Washington, D. C.
Wizard, Baltimore, Md.
Fifth Avenue, Nashville, Tenn.
Criterion, Atlanta, Ga.
Alcazar, Birmingham, Ala.
Globe, New Orleans, La.
Stillman, Cleveland, O.
Knickerbocker, Cleveland, O.
Regent, East Liberty, Pa.
Dome, Youngstown, O.
Garden, Pittsburgh, Pa.
Cameraphone, Pittsburgh, Pa.
Strand, Akron, O.
Walnut, Cincinnati, O.
Circle, Indianapolis, Ind.
Mary Anderson, Louisville, Ky.
Colonial, Columbus, O.
Temple, Toledo, O.
Majestic, Detroit, Mich.
Majestic Gardens, Grand Rapids, Mich.
Liberty, Detroit, Mich.
Madison, Washington or Liberty, Detroit, Mich.
La Salle, Chicago, Ill.
Bijou Dream, Chicago, Ill.
Apollo, Peoria, Ill.
Alhambra, Milwaukee, Wis.
Boston, Chicago, Ill.
Strand, Minneapolis, Minn.
Strand, St. Paul, Minn.
Garden, Des Moines, Ia.
Orpheum, St. Joseph, Mo.
N. Y. Central, St. Louis, Mo.
12th St., Kansas City, Mo.
Strand, Omaha, Neb.
Palace, Des Moines, Ia.
Pike, Colorado Springs, Colo.
Rialto, Denver, Colo.
Paramount, Salt Lake City, Utah
Beauty, Butte, Mont.
Columbia, Portland, Ore.
Coliseum, Seattle, Wash.
Colonial, Tacoma, Wash.
Clemmer, Spokane, Wash.
Clemmer, Seattle, Wash.
Rex, Seattle, Wash.
Peoples, Portland, Ore.
Partola, San Francisco, Cal.
Broadway, Los Angeles, Cal.
T. & D., Oakland, Cal.
T. & D., Sacramento, Cal.

**Released March 5th.**

# World's Greatest Newspapers Acclaim Mary Pickford's "A POOR LITTLE RICH GIRL"



**NEW YORK TELEGRAPH said:**

"The production is a genuine credit to Mary Pickford, Maurice Tourneur and its authors, and the work of a well-chosen cast also deserves comment. The lavish settings, fine photography, lighting and tinting effects, combined with a story that is novel, full of humor and pathos and subtly instructive, make it one of Mary Pickford's best—perhaps the most satisfactory picture, every detail considered, in which she has ever appeared."

**NEW YORK HERALD said:**

". . . Needless to say, Gwen is a typical 'Little Mary' role, giving every opportunity for the Pickford pout, smiles, curls and cute mannerisms. Miss Pickford's playing of the appealing role has much charm, and the Artcraft Film Corporation evidently spared no pains to give it an artistic production."

**NEW YORK EVENING SUN said:**

"'Little Mary' Pickford is pre-eminently qualified to interpret sympathetically the woes of 'A Poor Little Rich Girl,' and she did so to the entire satisfaction of her most ardent admirers yesterday at the Strand.

"The settings for the photoplay are elaborate. There are many amusing moments of real comedy in the picture. There seems to be no limit to the illusion of extreme youth which Miss Pickford is capable of producing and the 'Poor Little Rich Girl' no doubt will be better liked than any of Mary Pickford's recent pictures."

**NEW YORK TIMES said:**

"The fact that Mary Pickford acted the title role in the 'Poor Little Rich Girl' added to the interest of the translation into movie form of one of the most imaginative plays the American stage has produced."

Released by

ARTCRAFT PICTURES CORPORATION

729 Seventh Ave. New York City

# "A POOR LITTLE RICH GIRL"

## Acclaimed MARY'S BEST By Trade Paper Criticisms

**"Exhibitor's Trade Review" said:**

Had not Mary Pickford already attained world-wide reputation in filmdom her part of "Gwen" in a "Poor Little Rich Girl" would in one public showing establish her firmly as a stellar attraction of the silent drama.

**"Motion Picture News" said:**

"A Poor Little Rich Girl" is a striking argument for longer runs, for higher prices —for more better pictures. In advertising it the exhibitor has his Mary Pickford to display in the usual capitals, and in addition he has the title of the play, its author, and its Broadway run to boost to the skies. It ranks a hundred per cent in artistic value and another hundred in commercial value, which at least makes it a release of twofold worth.

**New York "Telegraph" said:**

The production is a genuine credit to Mary Pickford, Maurice Tourneur and its authors, and the work of a well-chosen cast also deserves comment. The lavish settings, fine photography, lighting and tinting effects, combined with a story that is novel, full of humor and pathos and subtly instructive, make it one of Mary Pickford's best—perhaps the most satisfactory picture, every detail considered, in which she has ever appeared.

**"Moving Picture World" said:**

A great deal of credit is due the star for her splendid portrayal of the eleven-year-old "Gwen." Entirely free from the ordinary stock tricks of the ordinary child impersonator, she looks the part amazingly well, especially in the close-ups and acts with a skillful blending of her own personality and that of a bright and winsome "kiddie" that makes the illusion perfect. Her Gwendolyn will rank as one of her best screen creations.

**Released by**

ARTCRAFT PICTURES

**ARTCRAFT PICTURES CORPORATION**
729 Seventh Ave. New York City

ARTCRAFT PICTURES

# RE-BOOKINGS

## THE *REAL* CONFIRMATION OF PHOTOPLAY MERIT

MODERN THEATRE
528 WASHINGTON STREET
BOSTON.

OWNERS
MODERN THEATRE INC.
J. LOURIE, GEN. MGR.

Mr. Walter E. Greene, Pres.,
Artcraft Pictures Corp.,
729 Seventh Ave.,
New York City.

March 19th, 1917.

Dear Mr. Greene:-

Allow me to express my sincere gratitude for your speedy and favorable reply to my request of even date, which answer gives me the privilege of extending the remarkable engagement of Mary Pickford in "The Poor Little Rich Girl", for another week; marking the first time in the history of Boston that any feature has been able to show to capacity audience for three consecutive weeks.

Believe me when I say that I regret not being in a position to continue the engagement of this masterpiece six or seven weeks on account of advance bookings. In my estimation Miss Pickford has, in this picture, the greatest vehicle ever offered her, and in comparing the beloved star's successes of the past with this, her latest and greatest, it is sufficient to say that in "The Poor Little Rich Girl" Miss Mary Pickford dwarfs all past achievements to insignificance.

Wishing you continued success, I remain

Very truly yours,

Samuel Pinanski

Manager.

This letter tells the story

Never in the history of the photoplay has the demand for extended bookings been evidenced as in the case of

# MARY PICKFORD'S

*LATEST ARTCRAFT PICTURE*

# "A POOR LITTLE RICH GIRL"

*THE GREATEST PICKFORD SUBJECT EVER STAGED*

Released by

## ARTCRAFT PICTURES CORPORATION

# EXTENDED BOOKINGS

No matter how long you have booked

## MARY PICKFORD

in

## "A Poor Little Rich Girl"

you will wish the time extended.

Prepare in advance for extended bookings.

ARTCRAFT PICTURES CORPORATION
729 Seventh Ave. New York City

ALL THE WORLD LOVES MARY PICKFORD
in "A POOR LITTLE RICH GIRL"
Never in the history of the motion picture has there been produced a photoplay of such great universal appeal as *Mary Pickford's* current release, *"A Poor Little Rich Girl,"* by Eleanor Gates.
It is a screen masterpiece that can be enjoyed by every man, woman and child regardless of age, class or nationality.
*"A Poor Little Rich Girl"* is a picture of the world and one that the whole world loves.
It is the greatest Mary Pickford feature ever produced.
Have You Arranged for an Extended Booking?
Another Mary Pickford Triumph to be released May 14th.
ARTCRAFT PICTURES CORPORATION
729 Seventh Ave. New York City

ARTCRAFT PICTURES CORPORATION

729 SEVENTH AVE. NEW YORK CITY

*Controlled by* FAMOUS PLAYERS-LASKY CORPORATION

ADOLPH ZUKOR, *Pres.*, JESSE L. LASKY, *Vice-Pres.*, CECIL B. DEMILLE, *Director General*

# WHERE THERE'S MOTION PICTURES ONE FINDS MARY PICKFORD

No motion picture theatre can long hold its standing with its audience that does not exhibit Miss Pickford's productions. Her charming, humorous, human impersonations have contributed more than any other single agency towards raising the whole standard of public taste for pictures. Artcraft now announces for release on May 14th

# MARY PICKFORD

In Cecil B. De Mille's production

## "A ROMANCE OF THE REDWOODS"

By Cecil B. De Mille and Jeanie Macpherson

**ARTCRAFT PICTURES CORPORATION**
729 SEVENTH AVE. NEW YORK CITY

*Controlled by* FAMOUS PLAYERS-LASKY CORPORATION
ADOLPH ZUKOR, *Pres.*, JESSE L. LASKY, *Vice-Pres.*, CECIL B. DEMILLE, *Director General*

THE SUPREME COMBINATION OF
MOTION PICTURE GENIUS

ARTCRAFT PRESENTS

# MARY PICKFORD

IN

## CECIL B. DeMILLE'S

Beautiful Production

## "A Romance of the Redwoods"

By Cecil B. DeMille and Jeanie MacPherson

RELEASED TO ALL LEADING THEATRES MAY 14th

ARTCRAFT PICTURES

**ARTCRAFT PICTURES CORPORATION**

729 SEVENTH AVE. NEW YORK CITY

ARTCRAFT PICTURES

*Controlled by* FAMOUS PLAYERS-LASKY CORPORATION

Adolph Zukor, *Pres.*, Jesse L. Lasky, *Vice-Pres.*, Cecil B. DeMille, *Director General*

ARTCRAFT
Presents
# MARY PICKFORD
In a Photoplay Production by
CECIL B. DeMILLE
## "A Romance of the Redwoods"
By Cecil B. DeMille and
Jeanie MacPherson

ARTCRAFT PICTURES CORPORATION
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*Controlled by* FAMOUS PLAYERS-LASKY CORPORATION
ADOLPH ZUKOR, *Pres.*, JESSE L. LASKY, *Vice-Pres.*, CECIL B. DEMILLE, *Director General*

# "A ROMANCE *of the* REDWOODS"

Both from a box-office, as well as from an artistic standpoint, this production, presenting the combined arts of "America's Sweetheart" and that master of Screencraft, Cecil B. De Mille, has more than fulfilled the critic's prediction. It already is established as one of the greatest attractions of the cinema theatre as a result of genuine merit.

Arrange *for* Extended Bookings through

**ARTCRAFT PICTURES CORPORATION**
729 SEVENTH AVE. NEW YORK CITY

*Controlled by* FAMOUS PLAYERS-LASKY CORPORATION
Adolph Zukor, *Pres.*, Jesse L. Lasky, *Vice-Pres.*, Cecil B. DeMille, *Director General*

# MARY PICKFORD

In the great American patriotic photoplay released for Independence week

## "THE LITTLE AMERICAN"

by CECIL B. DE MILLE and JEANIE MACPHERSON

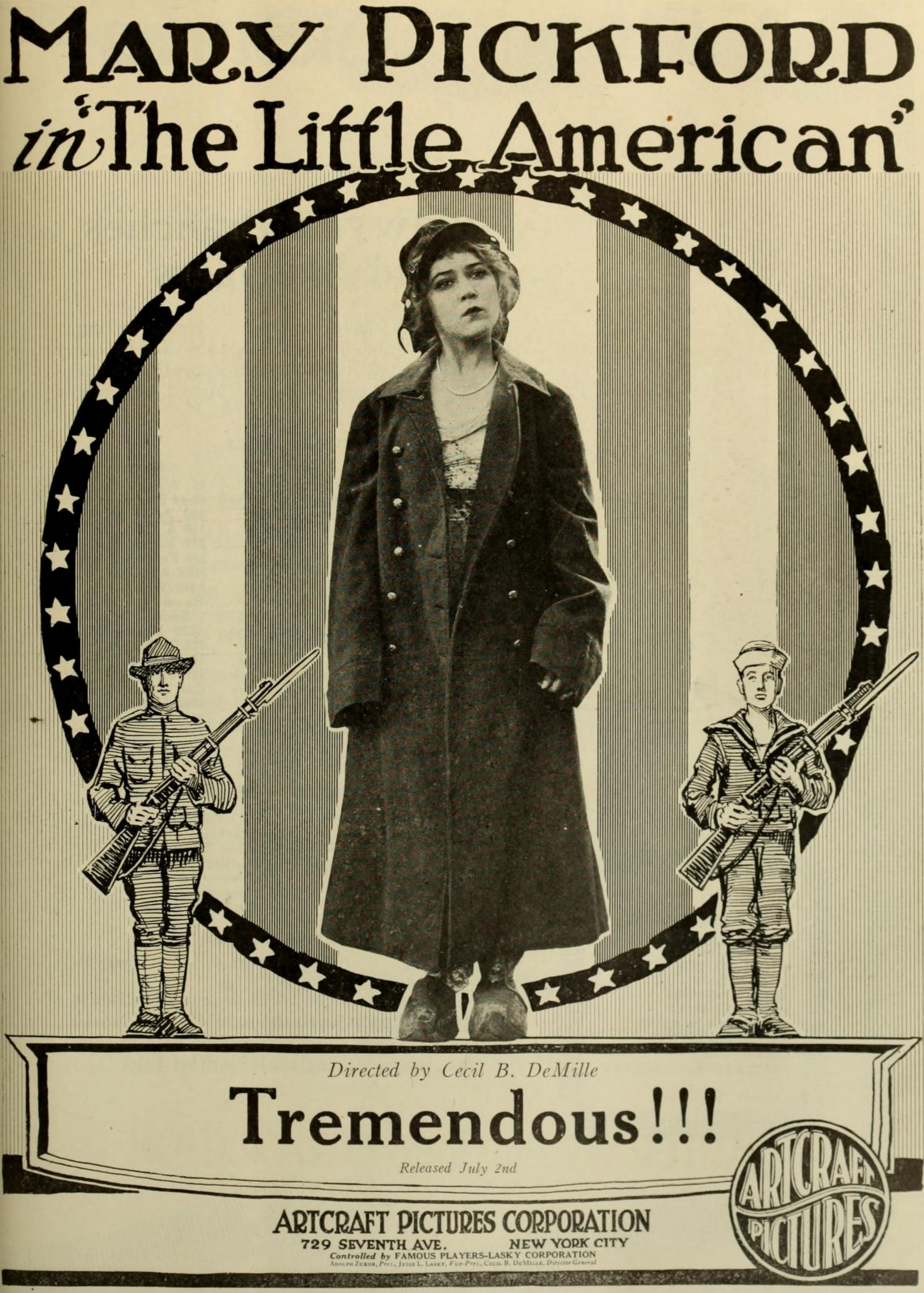
Produced By
CECIL B. DeMILLE

**Released on July 2nd by**

**ARTCRAFT PICTURES CORPORATION**
729 SEVENTH AVE. NEW YORK CITY

*Controlled by* FAMOUS PLAYERS-LASKY CORPORATION
ADOLPH ZUKOR, *Pres.*, JESSE L. LASKY, *Vice-Pres.*, CECIL B. DEMILLE, *Director General*

Mary Pickford
"The Little American"
THIS tremendous and timely spectacle will make the roars of earlier triumphs simmer down to mere echoes of a forgotten past in the glamour of a bigger day.
Released July 2nd.
ARTCRAFT PICTURES CORPORATION
729 SEVENTH AVE. NEW YORK CITY
Controlled by FAMOUS PLAYERS-LASKY CORPORATION
ARTCRAFT PICTURES


MARY PICKFORD
in "The Little American"
Directed by Cecil B. DeMille
Tremendous!!!
Released July 2nd
ARTCRAFT PICTURES
ARTCRAFT PICTURES CORPORATION
729 SEVENTH AVE. NEW YORK CITY
Controlled by FAMOUS PLAYERS-LASKY CORPORATION
ADOLPH ZUKOR, Pres., JESSE L. LASKY, Vice-Pres., CECIL B. DEMILLE, Director General

# Mary Pickford

KNOWN as "The World's Sweetheart," Mary Pickford has been a more *potent* power for increasing patronage than any other single agency in motion pictures. Her "Little American," of which the N. Y. Sun says, "Cecil B. De Mille has never done a finer picture, not even excluding his 'Joan the Woman,' and no producer has excelled his war scenes," shows that her pictures are more vital to the success of a motion picture theatre than the seats to sit in. Mary Pickford's next production will be a picture version of the most successful play of girlhood in a generation, *"Rebecca of Sunnybrook Farm."*

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ADOLPH ZUKOR, *Pres.* JESSE L. LASKY, *Vice-Pres.* CECIL B. DEMILLE, *Director General*

# Mary Pickford

Just a glimpse of "Our Mary" who is coming shortly as mischievous Rebecca in one of the greatest photoplays ever produced.

# "Rebecca of Sunnybrook Farm"

From the play by Kate Douglas Wiggin and Charlotte Thompson: scenario by Frances Marion, directed by Marshall Neilan

**The foremost attraction, by any standard, in a famous Broadway success means a still greater unprecedented success for Artcraft exhibitors.**

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Adolph Zukor, Pres. Jesse L. Lasky, Vice-Pres.
Cecil B. DeMille, Dir. Gen.

MARY PICKFORD
in
"Rebecca of Sunnybrook Farm"
A Play That Ran Six Years
PUBLIC DEMAND has prompted "Little Mary" to appear in the famous story by Kate Douglas Wiggin and Charlotte Thompson.
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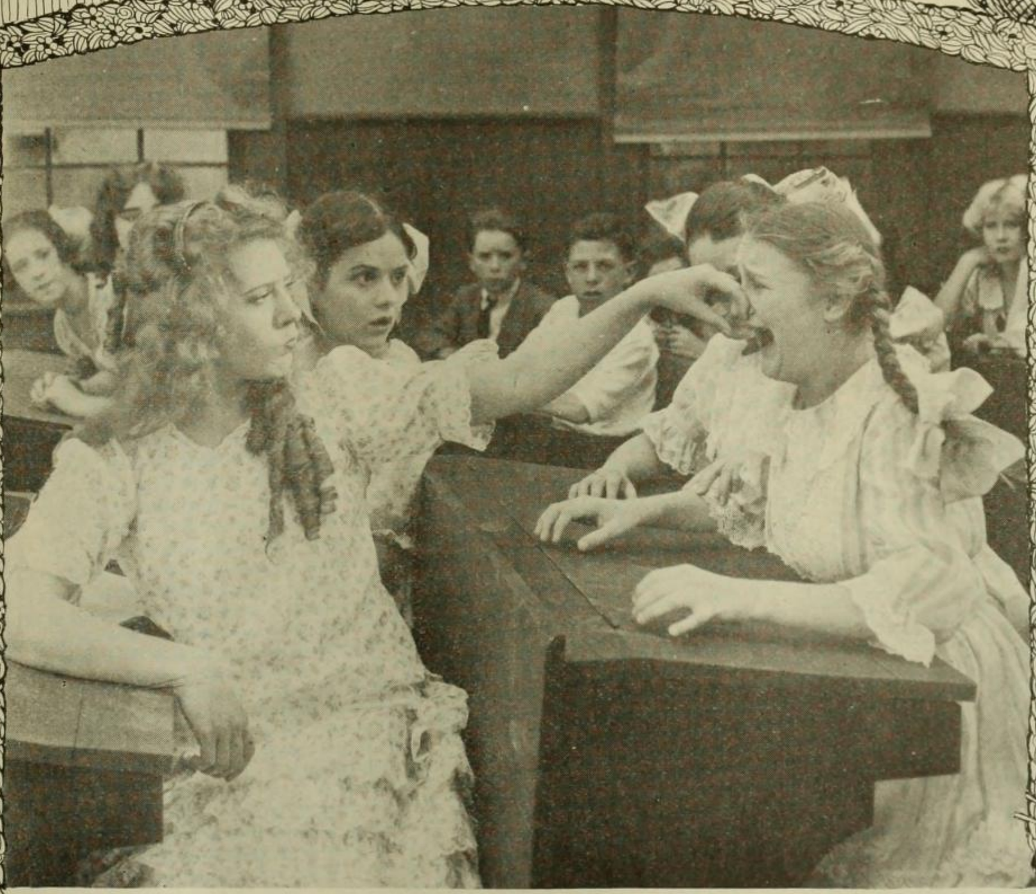
CECIL B. DEMILLE, Director General
ARTCRAFT PICTURES

# MARY PICKFORD

*in*

# "Rebecca of Sunnybrook Farm"



## A Story Read by Hundreds of Thousands

The advertising possibilities of this story, and therefore the revenue producing power of this photoplay, are greater than any picture produced to date. The picturization by Francis Marion and the staging by Marshall Neilan are tributes to the art of Mary Pickford.

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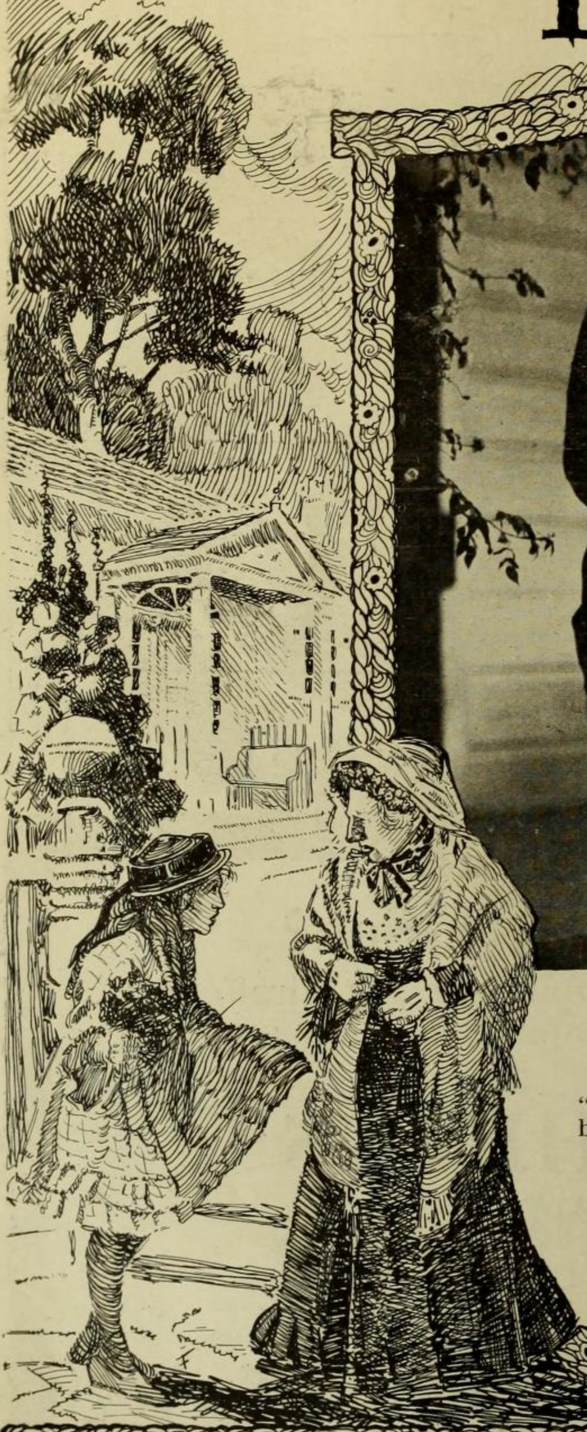
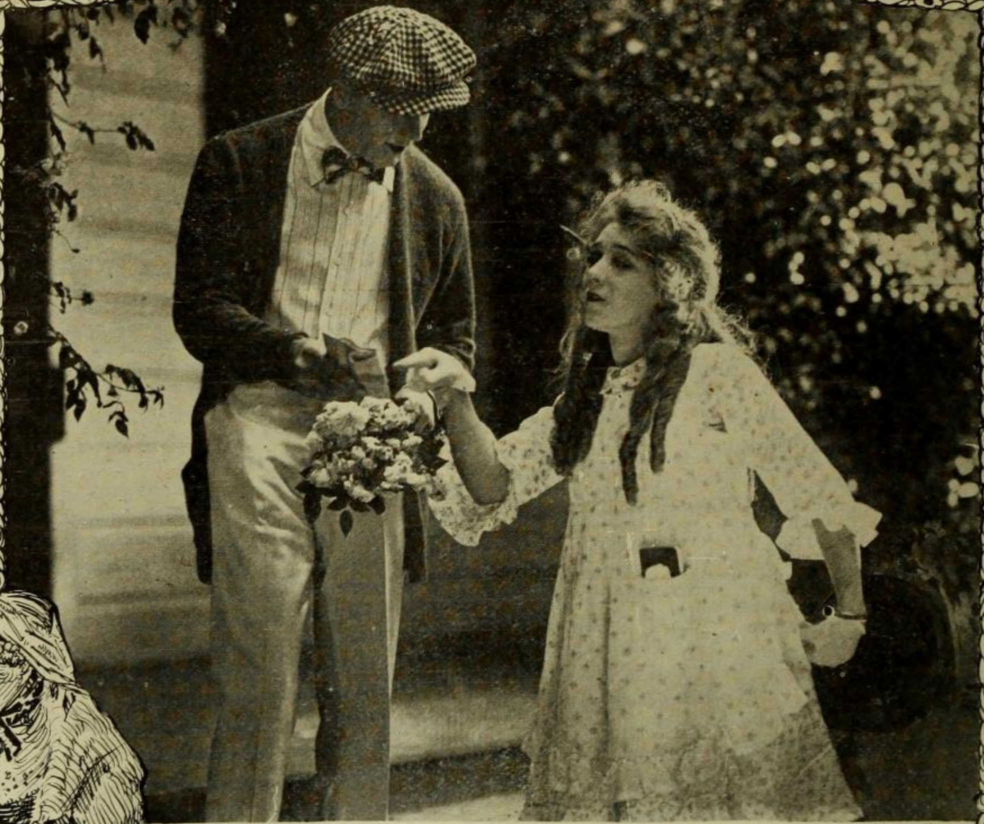
CECIL B. DEMILLE, *Director General*

# MARY PICKFORD
in
# "Rebecca of Sunnybrook Farm"





## Advertising Possibilities and Revenue Producing Power

"Little Mary" hardly needs a story of calibre of "Rebecca" to pull the crowds. But to make your success overhelmingly certain she has provided herself with a powerful story that everyone knows and wants to see.

**From the play by Kate Douglas Wiggin and Charlotte Thompson. Picturized by Frances Marion. Staged by Marshall Neilan.**

**ARTCRAFT PICTURES CORPORATION**
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CECIL B. DEMILLE, *Director General*

ARTCRAFT PICTURES

# MARY PICKFORD

*in*

# "Rebecca of Sunnybrook Farm"

## A Picture They've Been Waiting For

Thousands of people know the heroine of this famous story and want to see her come to life on the screen. Hundreds of thousands will want to see "Little Mary's" interpretation of "Rebecca." Millions will want to see this famous story just because it's a Mary Pickford picture.

You don't care why they want to see it—it's enough to know that everybody will want to.

**From the play by Kate Douglas Wiggin and Charlotte Thompson. Picturized by Frances Marion. Staged by Marshall Neilan.**

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CECIL B. DEMILLE, *Director General*

ARTCRAFT PICTURES

MARY PICKFORD
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"Rebecca of Sunnybrook Farm"
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You don't care why they want to see it—it's enough to know that everybody *will* want to.
*Picturized by Francis Marion from the Play by Kate Douglas Wiggin and Charlotte Thompson. Directed by Marshall Neilan.*
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CECIL B. DEMILLE Director General

Mary Pic

# kford

## in "Rebecca of Sunnybrook Farm"

# Prophecies Fulfilled

**The temptation to boast "I told you so" is great, but the critics are so generous in their praise that we realize that the wisest course we can pursue is to merely transmit to you their words of disinterested praise, rather than our own words of exultant acclaim.**

**Telegraph (New York), September 3.**

One of the most elaborate, beautiful and appealing film offerings ever presented. "Little Mary," with her effervescent youth, her genuine comedy and her knowledge of dramatic technique, is the ideal person to immortalize the little girl of the New England village.

**Journal (New York), September 5.**

Mary Pickford's presentation of "The Poor Little Rich Girl" will live long in the hearts of American picture patrons. However, even greater than "The Poor Little Rich Girl" is "Rebecca" . . . the crowning achievement of her wonderful career.

**Tribune (New York), September 3.**

Now, along comes "Rebecca," and all must capitulate. Miss Pickford is quite irresistible and never has she had such wonderful opportunities. The story is delightful.

**Herald (New York), September 3.**

Probably no other actress could even approach her in suitability to this role.

**Sun (New York), September 3.**

Mary Pickford is big hit at Strand. . . . It gives Miss Pickford another chance to play a small girl who, as she puts it herself, is only "the beginnings of a young lady," and to reveal that her winsome vein of comedy has not suffered arrested development through being subdued in her previous pictures to the more important purposes of making folks shiver and gasp.

**It doesn't take much showmanship to put across a Mary Pickford picture, but that doesn't mean that good showmanship and progressive advertising won't make it a *still greater* success.**

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# MARY Pickford

in

# "Rebecca of Sunnybrook Farm"

## An ARTCRAFT Picture

MARY PICKFORD reached the pinnacle of her success in "Rebecca."

Never before and never since was there a play so suited to her, a part so delightfully expressive of her charm.

Show it now! Those who saw it want to see it again. Those who didn't, want to see it now!

New prints and a complete new line of accessories ready.

*From the play by Kate Douglas Wiggin and Charlotte Thompson. Scenario by Frances Marion.*

*Directed by*
MARSHALL NEILAN

FAMOUS PLAYERS-LASKY CORPORATION
ADOLPH ZUKOR Pres. JESSE L. LASKY Vice Pres. CECIL B. DE MILLE Director General
NEW YORK

ARTCRAFT PICTURES

"REBECCA OF SUNNYBROOK FARM" is a never-to-be-forgotten masterpiece, a picture that still stands as the best Mary Pickford has ever made.

Many people have seen it, and to them it is a wonderful, living memory. But many others have not.

Show it to them now! They all want to see it—those who saw it then and those who wish they had!

New prints and a complete new line of accessories ready.

*From the play by Kate Douglas Wiggin and Charlotte Thompson. Scenario by Frances Marion.*

*Directed by*
MARSHALL NEILAN

FAMOUS PLAYERS-LASKY CORPORATION
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NEW YORK
ARTCRAFT PICTURES

# MARY Pickford

## in "Rebecca of Sunnybrook Farm"

An ARTCRAFT Picture

MARY PICKFORD reached the pinnacle of her success in "Rebecca."

It is the greatest picture she ever made. It will stand forever as the crowning achievement of her genius.

Your people want to see it. Some of them saw it once and they want to see it again. The others always wished they had seen it.

New prints and a complete new line of accessories ready.

# Mary Pickford

in

# "Rebecca of Sunnybrook Farm"

## An ARTCRAFT Picture

FROM THE PLAY . . . BY
KATE DOUGLAS WIGGIN
and CHARLOTTE THOMPSON.
Scenario by FRANCES MARION.
Directed by MARSHALL NEILAN.

FAMOUS PLAYERS-LASKY CORPORATION
ADOLPH ZUKOR Pres. JESSE L. LASKY Vice Pres. CECIL B. DE MILLE Director General
NEW YORK

Everybody knows that *"Rebecca of Sunnybrook Farm"* is the best picture - MARY PICKFORD ever made . . .

But there weren't so many theatres or so many — theatre-goers when it was released .

Those who saw it then, want to see it again, Those who never saw it, want to see it now .

New prints and a complete new line of accessories ready . . . .

# Mary Pickford

in "Rebecca of Sunnybrook Farm"

From the play by Kate Douglas Wiggin *and* Charlotte Thompson
Scenario *by* Frances Marion , Directed *by* Marshall Neilan,

An ARTCRAFT Picture

FAMOUS PLAYERS-LASKY CORPORATION
ADOLPH ZUKOR *Pres* JESSE L. LASKY *Vice Pres* CECIL B DE MILLE *Director General*
NEW YORK

ARTCRAFT PICTURES

# MARY PICKFORD in
# "Rebecca of Sunnybrook Farm"

*From the play by Kate Douglas Wiggin and Charlotte Thompson*
*Scenario by Frances Marion. Directed by Marshall Neilan*

**"Makes big hit at Strand, N. Y."**

*—Headline from New York Tribune*

ARTCRAFT PICTURES

MARY
IN
ARTCRAFT PICTURES
An ARTCRAFT Picture

# PICKFORD

## "THE LITTLE PRINCESS"

**BY FRANCES HODGSON BURNETT**
**SCENARIO BY FRANCES MARION**
**DIRECTED BY MARSHALL NEILAN**

MARY PICKFORD always makes good—in any kind of a story. When fitted with a vehicle of the calibre of "The Little Princess" we feel that we are giving you the ultimate in attraction value.

**Unlimited Exploitation Possibilities**

The same advertising possibilities underlie this picture that underlie "Rebecca of Sunnybrook Farm"—and you know what handsome returns that paid.

It is only logical to assume that the success of that great play will be duplicated—if not transcended.

FAMOUS PLAYERS-LASKY CORPORATION
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NEW YORK

## An ARTCRAFT Picture

ARTCRAFT PICTURES

An ARTCRAFT Picture

# PICKFORD

## "THE LITTLE PRINCESS"

**BY FRANCES HODGSON BURNETT**
**SCENARIO BY FRANCES MARION**
**DIRECTED BY MARSHALL NEILAN**

## Cutting a melon for you

"Cutting a melon," on Wall Street, means giving them something extra and unexpected.

There's a melon being cut for you on this new Mary Pickford picture. Written by the greatest author of fanciful stories in the world, scenario by the adapter of "Rebecca," directed by the same genius who directed "Rebecca"—if you ran "Rebecca" you know what that combination counted for.

Add the appealing whimsical art of Miss Pickford in this story of the little girl born to riches, left in poverty, and then suddenly rich again—and you have attraction value, plus.

If this isn't something "extra and unexpected" we'd like to know what is!

The least you can do to benefit from this winner is to take advantage of the unusual exploitation possibilities and book a "long run."

Paramount Pictures

FAMOUS PLAYERS-LASKY CORPORATION
ADOLPH ZUKOR Pres. JESSE L. LASKY Vice Pres. CECIL B. DE MILLE Director General
NEW YORK

ARTCRAFT PICTURES

# An ARTCRAFT Picture

ARTCRAFT PICTURES

Mary in
ARTCRAFT PICTURES
An ARTCRAFT Picture

# Pickford
# "The Little Princess"

*By Frances Hodgson Burnett*
*Scenario by Frances Marion*
*Directed by Marshall Neilan.*

## Do you remember
## "Tess of the Storm Country"?

So do all your patrons. Yes, and they'd pay money to see it again.

You know this is true because Harold Edel, Managing Director of the Strand Theatre has played "Tess" back for three solid weeks of capacity business.

Now, we aren't going to tell you that you can do this with every picture or even say that this picture is as good as "Tess."

**"The Little Princess" is better from our standpoint. It cost many times as much—the settings, cast, and story cost much more. But it's up to your patrons after all.**

For the sake of the industry, if not for your own sake, play this wonderful picture long enough to let your regulars tell their friends and get out of this picture your proportion of the money spent to produce it.

**—but don't forget to advertise enough so that all your people know about it.**

FAMOUS PLAYERS-LASKY CORPORATION
ADOLPH ZUKOR Pres. JESSE L. LASKY Vice Pres. CECIL B. DE MILLE Director General
NEW YORK

# An ARTCRAFT Picture

# MARY PICKFORD

## Eight Productions

"She is more vital to the success of a motion picture theatre than seats to sit in," said a commentator about Mary Pickford.

He should have added that where her pictures play there are never enough seats!

Known as "The World's Sweetheart," Mary Pickford has been the most potent power for increasing patronage than any other single agency in motion pictures.

Her Artcraft releases include "The Poor Little Rich Girl," "A Romance of the Redwoods," "The Little American," (for early release) and "Rebecca of Sunnybrook Farm" (now in course of production).

There will be eight Mary Pickford releases during the coming year.

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**729 SEVENTH AVE. NEW YORK CITY**
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Adolph Zukor, Pres. Jesse L. Lasky, Vice-Pres.
Cecil B. DeMille, Dir. Gen.

ARTCRAFT PICTURES CORPORATION

# ARTCRAFT PICTURES
# ADVERTS
# 1918

Distributors of the Best in Motion Pictures

# Mary Pickford

## More than a star---she's an institution

The new Mary Pickford picture is "Stella Maris" (Star of the Sea), from the famous novel by William J. Locke.

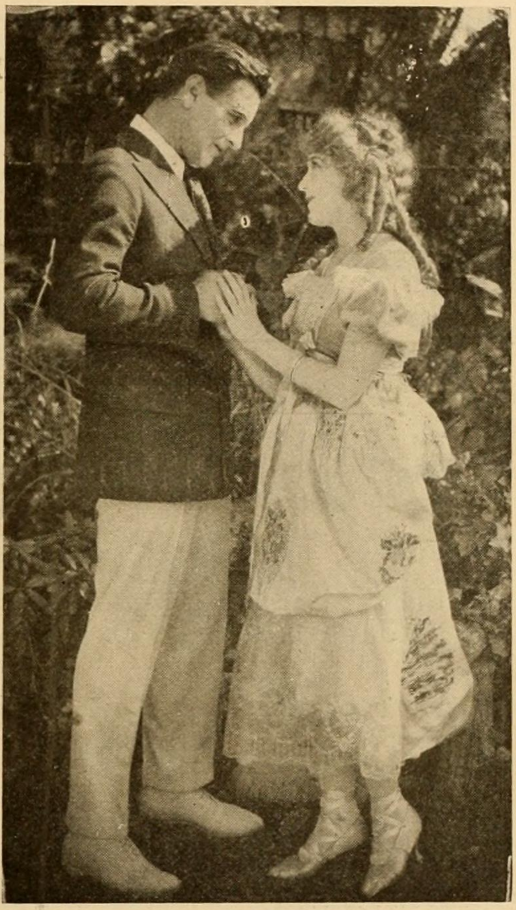
If you are really serving your patrons, you're ready to book it now.

Mary Pickford in "Stella Maris" is a little orphan —but what an orphan! One worth millions of dollars!

For a time she's an ugly duckling—Mary Pickford so homely your patrons will laugh delightedly at her artful awkwardness.

But most of the time she's Mary Pickford, herself—dear, sweet "Stella Maris," just as William J. Locke imagined her.

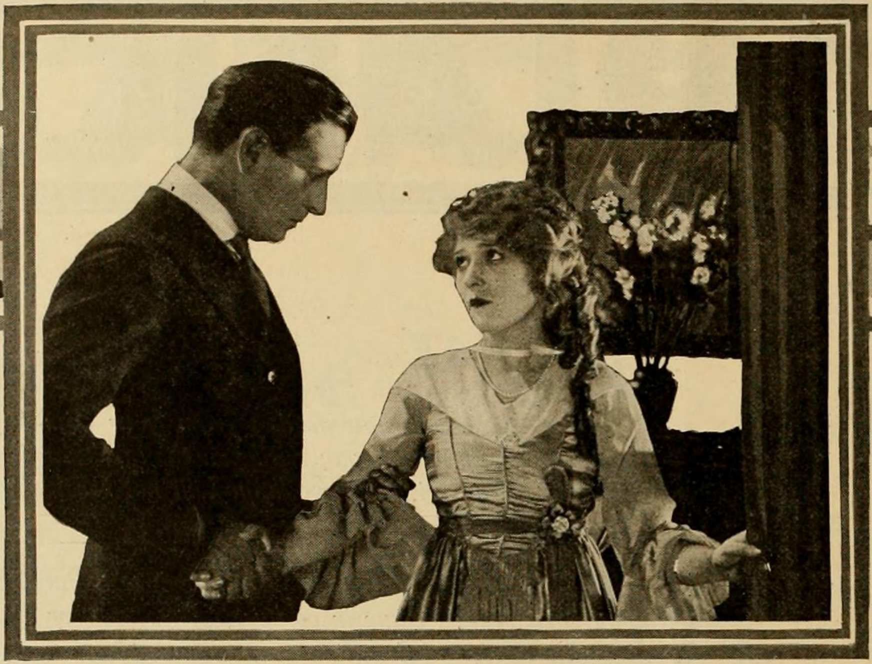
You don't need to be told of the publicity power of a new Mary Pickford picture.



**Mary Pickford**
IN
**"Stella Maris"**
By William J. Locke
Scenario by Frances Marion
Directed by Marshall Neilan

FAMOUS PLAYERS-LASKY CORPORATION
ADOLPH ZUKOR Pres. JESSE L. LASKY Vice Pres. CECIL B. DE MILLE Director General
NEW YORK

# An ARTCRAFT Picture



# MARY PICKFORD

in

# "STELLA MARIS"

BY WILLIAM J. LOCKE, SCENARIO BY FRANCES MARION
DIRECTED BY MARSHALL NEILAN

## An ARTCRAFT Picture

"STELLA MARIS" already has taken its place as Mary Pickford's masterpiece. It is the picture the fans will use as a basis for judging all pictures for years to come.

"Almost as good as 'Stella Maris'" will mean a photoplay "almost" perfect. Here's what the New York City newspapers told their readers about "Stella Maris" when it was presented by Harold Edel at the Strand Theatre:

The Sun—"Such artful mimicry in the simultaneous delineation of two sharply contrasted characters is rarely to be seen as Mary Pickford is doing it this week on the screen at the Strand Theatre. . . . The picture, with its many novel incidents, extraordinary photography and its interesting story undoubtedly lifts the actress as high as she has ever gone in her art."

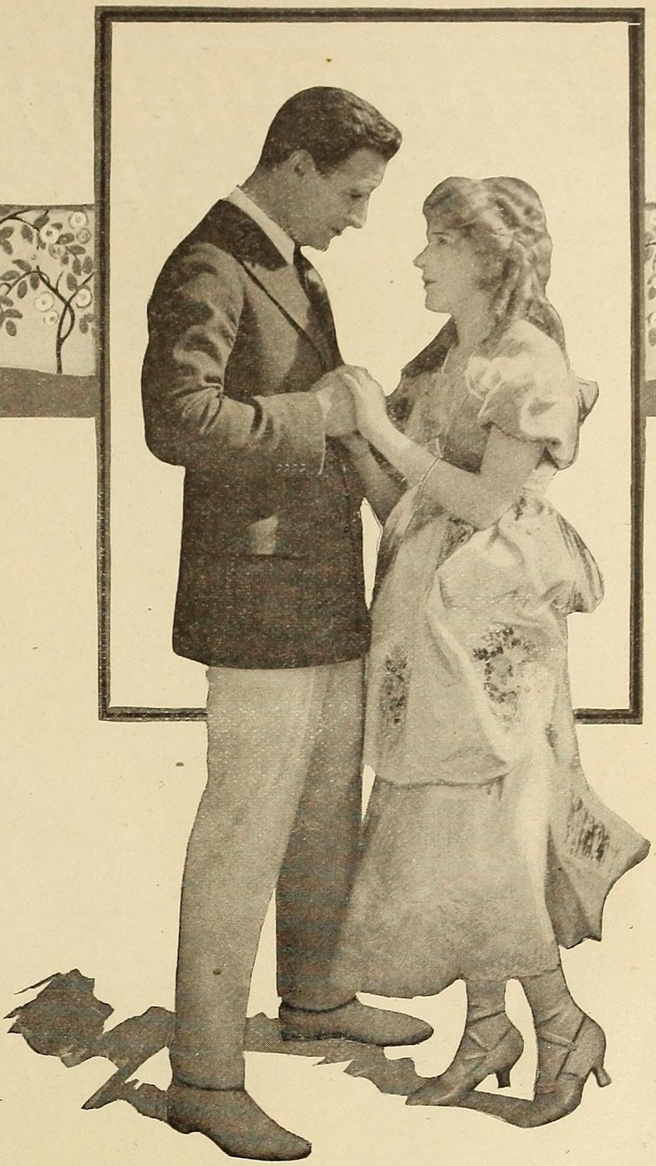
The Tribune—"Mary Pickford did wonderful character work as the little waif who bore slight resemblance to her beautiful Stella Maris. If any there be who think that Mary Pickford is not a great actress let him go to see 'Stella Maris' and be converted."

The Evening Telegram—"When worshippers at the shrine of Mary Pickford have seen 'Stella Maris' which is at the Strand this week, they will probably be more devoted than ever."

Paramount Pictures

FAMOUS PLAYERS-LASKY CORPORATION
ADOLPH ZUKOR Pres. JESSE L. LASKY Vice Pres. CECIL B. DE MILLE Director General
NEW YORK

Artcraft Pictures



# MARY PICKFORD

in

## "STELLA MARIS"

By WILLIAM J. LOCKE

*Scenario* BY FRANCES MARION *Directed* BY MARSHALL NEILAN

### An ARTCRAFT Picture

YOU get advertising beyond the reach of gold by showing this picture. Each person who sees Mary Pickford's wonderful double characterization will tell friends about it and advise them to see it.

First as her own dainty self and then as a ragged, hatchet-faced kitchen slavey, living in a squalor that she seems to delight in—this *is* Mary Pickford's greatest artistic triumph.

A sure box-office winner without a doubt. It has packed the Strand in New York and is now jamming other theatres from coast to coast.

It will pack your house—and it will advertise it, too.

TRADE MARK Paramount Pictures

FAMOUS PLAYERS-LASKY CORPORATION
ADOLPH ZUKOR *Pres.* JESSE L. LASKY *Vice Pres.* CECIL B. DE MILLE *Director General*
NEW YORK

TRADE MARK ARTCRAFT PICTURES

# MARY PICKFORD

in

## "AMARILLY OF CLOTHESLINE ALLEY"

By Belle K. Maniates. Scenario by Frances Marion
Directed by Marshall Neilan

## An ARTCRAFT Picture

THE most wonderful thing about Mary Pickford is that each of her pictures has some new element in it that makes her million of admirers pronounce every release to be "the best that Mary Pickford ever made."

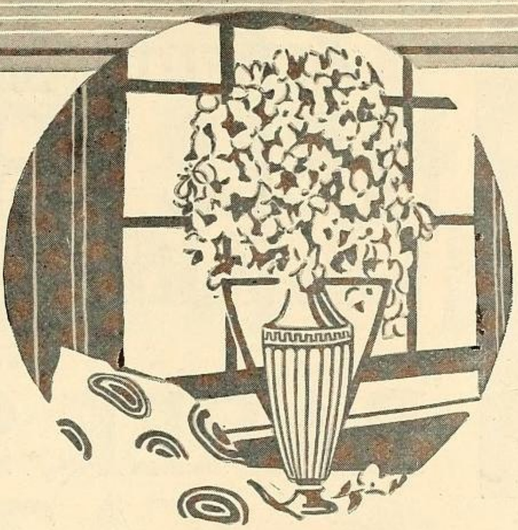
Mary Pickford's art and her drawing power are limitless.

The price of her productions is so scaled that every theatre can show Mary Pickford—at a profit.

TRADE MARK Paramount Pictures

**FAMOUS PLAYERS-LASKY CORPORATION**
ADOLPH ZUKOR *Pres.* JESSE L. LASKY *Vice Pres.* CECIL B. DE MILLE *Director General*
NEW YORK

TRADE MARK ARTCRAFT PICTURES



# ARTCRAFT PICTURES
## for May

In order of their release

**Mary Pickford** *in* "M'Liss"

**Cecil B. DeMille's** "Old Wives For New"

**William S. Hart** *in* "Selfish Yates"

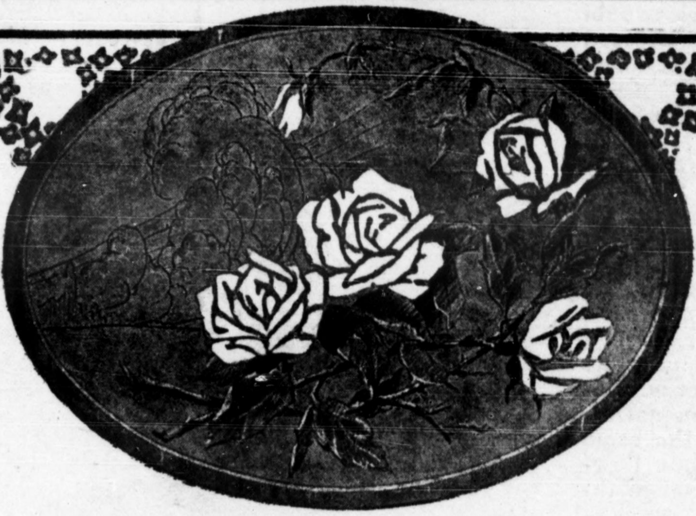
**Will your Patrons see them all at your theatre—or is some other house known as *"the best in town"*?**

Paramount Pictures TRADE MARK

FAMOUS PLAYERS-LASKY CORPORATION
ADOLPH ZUKOR *Pres.* JESSE L. LASKY *Vice Pres.* CECIL B. DE MILLE *Director General*
NEW YORK

ARTCRAFT PICTURES TRADE MARK

Mary Pickford
in M'LISS
This story rings true - it stands out as much amoung tales of the west as Americas sweet heart stands out amoung picture stars -
AN ARTCRAFT STAR ATTRACTION
ARTCRAFT PICTURES



# Consider The June Releases

# ARTCRAFT PICTURES

( In order of release )

| | | |
|---|---|---|
| Elsie Ferguson | in | "A Doll's House" |
| Douglas Fairbanks | in | "Say! Young Fellow" |
| George M. Cohan | in | "Hit-the-Trail Holliday" |
| Cecil B. De Mille's | . . . . | "Old Wives for New" |
| Mary Pickford | in | "How Could You Jean" |

You know the quality of these productions. And your patrons know the quality of the theatre that shows them!

Paramount Pictures

FAMOUS PLAYERS-LASKY CORPORATION
ADOLPH ZUKOR Pres. JESSE L. LASKY Vice Pres. CECIL B. DE MILLE Director General
NEW YORK

ARTCRAFT PICTURES

# "How Could You, Jean?"

## Exhibitor's Press Book

Charles Kenmore Ulrich, Editor

# MARY PICKFORD

IN

## "HOW COULD YOU, JEAN?"

By Eleanor Hoyt Brainerd

Scenario by Frances Marion. Directed by William D. Taylor

An ARTCRAFT Picture


TRADE MARK Paramount Pictures

FAMOUS PLAYERS-LASKY CORPORATION
ADOLPH ZUKOR *Pres.* JESSE L. LASKY *Vice Pres.* CECIL B. DE MILLE *Director General*
NEW YORK

TRADE MARK ARTCRAFT PICTURES

# Mary Pickford

in

## "JOHANNA ENLISTS"

By RUPERT HUGHES

An ARTCRAFT Picture

Scenario by
Frances Marion

Directed by
William D. Taylor

Type of Two-Column Ad. Cut Supplied on "Johanna Enlists"

# Mary Pickford

Exhibitor's Press Book & Advertising Aids
Charles Kenmore Ulrich, *Editor*

# "JOHANNA ENLISTS"

An ARTCRAFT Picture

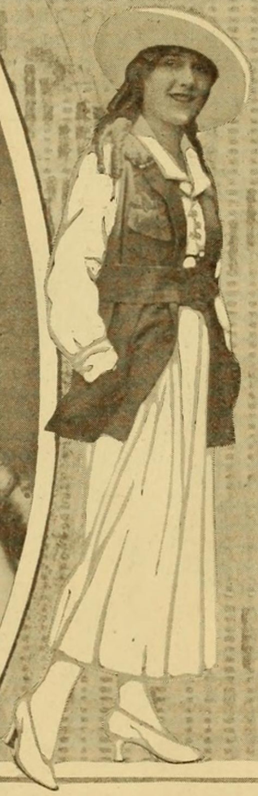
FAMOUS PLAYERS-LASKY CORPORATION
ADOLPH ZUKOR *Pres.* JESSE L. LASKY *Vice Pres.* CECIL B. DE MILLE *Director General*
NEW YORK

ARTCRAFT PICTURES CORPORATION

# ARTCRAFT PICTURES ADVERTS 1919

Distributors of the Best in Motion Pictures

# MARY PICKFORD



in

## "Captain Kidd, Jr."

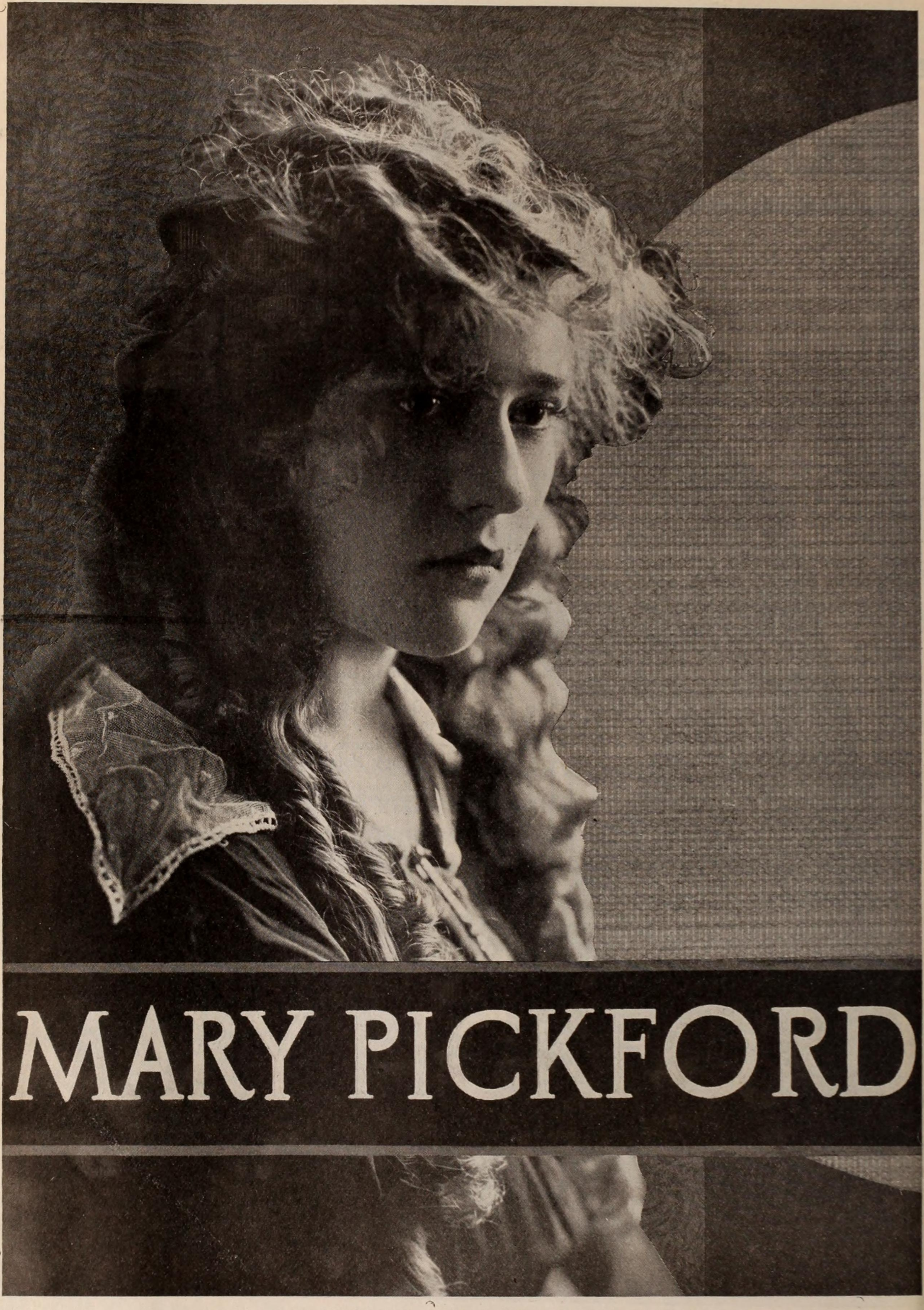
An ARTCRAFT Picture

They've been waiting since September 15th for a new Mary Pickford picture.

Here it is! A clean-up for you! Give it a long run.

*By Rida Johnson Young. Scenario by Frances Marion. Directed by William D. Taylor.*

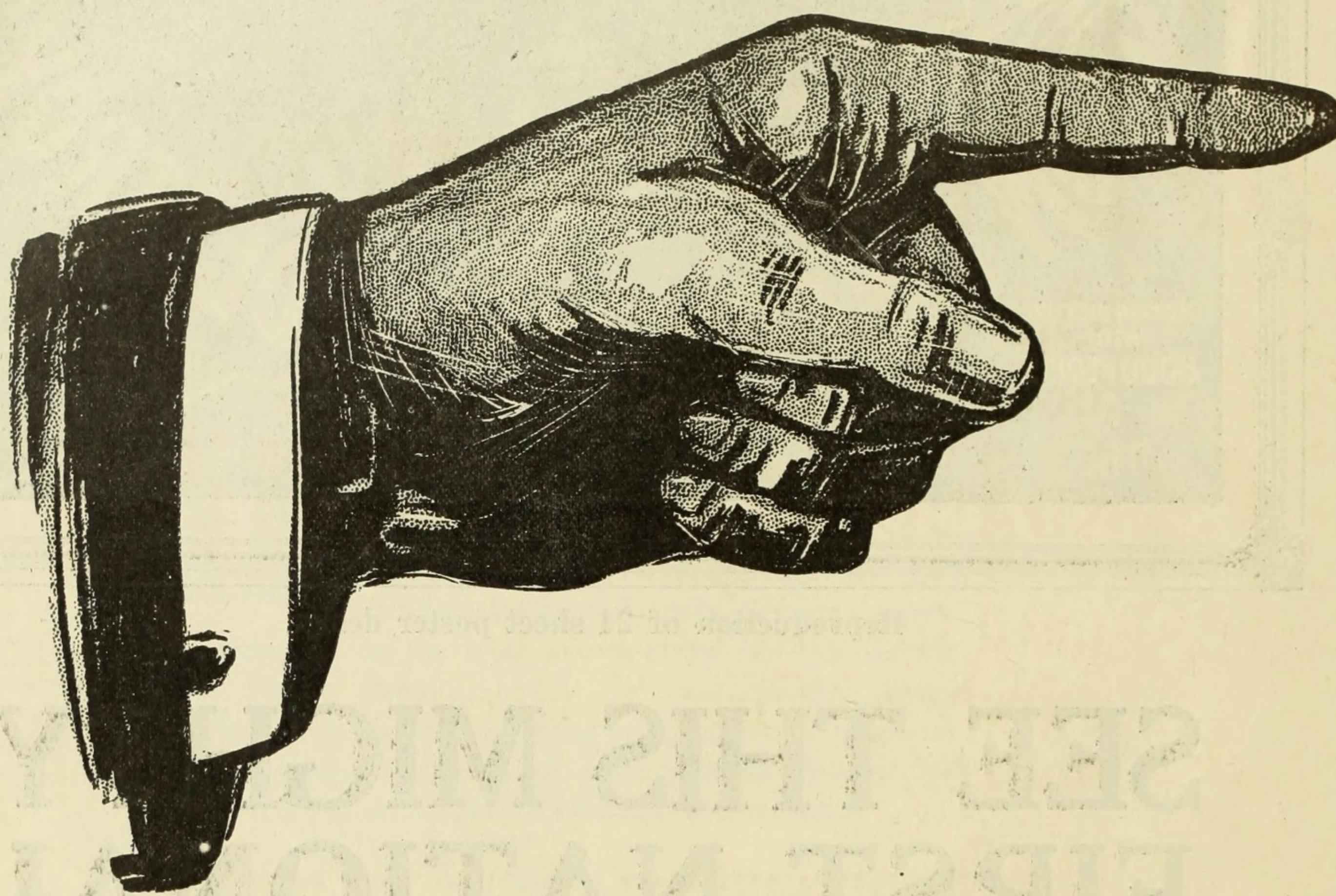
FAMOUS PLAYERS-LASKY CORPORATION
ADOLPH ZUKOR *Pres.* JESSE L. LASKY *Vice Pres.* CECIL B. DE MILLE *Director General*
NEW YORK


MARY PICKFORD

There's Money in It!
"STELLA MARIS" was a clean-up for exhibitors, "Amarilly" was a riot, a gold mine. "M'Liss," "Rebecca of Sunnybrook Farm," "Johanna Enlists"—all the Mary Pickford Artcraft pictures brought big coin into the box-office window.
Now comes another Mary Pickford picture, the first in seven months.
From a famous play by a famous author.
With the same scenarioist, director and production that made all the others big money getters.
Cash in on it! There's money in it! Big money. And it's yours.
By Rida Johnson Young
Scenario by Frances Marion
Directed by William D. Taylor
FAMOUS PLAYERS-LASKY CORPORATION
in "Captain Kidd, Jr."
An ARTCRAFT Picture.

MARY PICKFORD
in
"Captain Kidd, Jr."
THE first new Mary Pickford picture since September 15th.
It will make more money for you than any other Mary Pickford picture you ever have shown.
Advertise it big. Raise prices. Book it for extra days.
Cash in on a public eager for a new Mary Pickford production.
By Rida Johnson Young. Scenario by Frances Marion. Directed by William D. Taylor.

# FIRST NATIONAL EXHIBITORS' CIRCUIT ADVERTS 1919



# In Justice to MARY PICKFORD

Our decision to accept no bookings on

## "DADDY LONG LEGS"

until further notice is purely a "First National" matter.

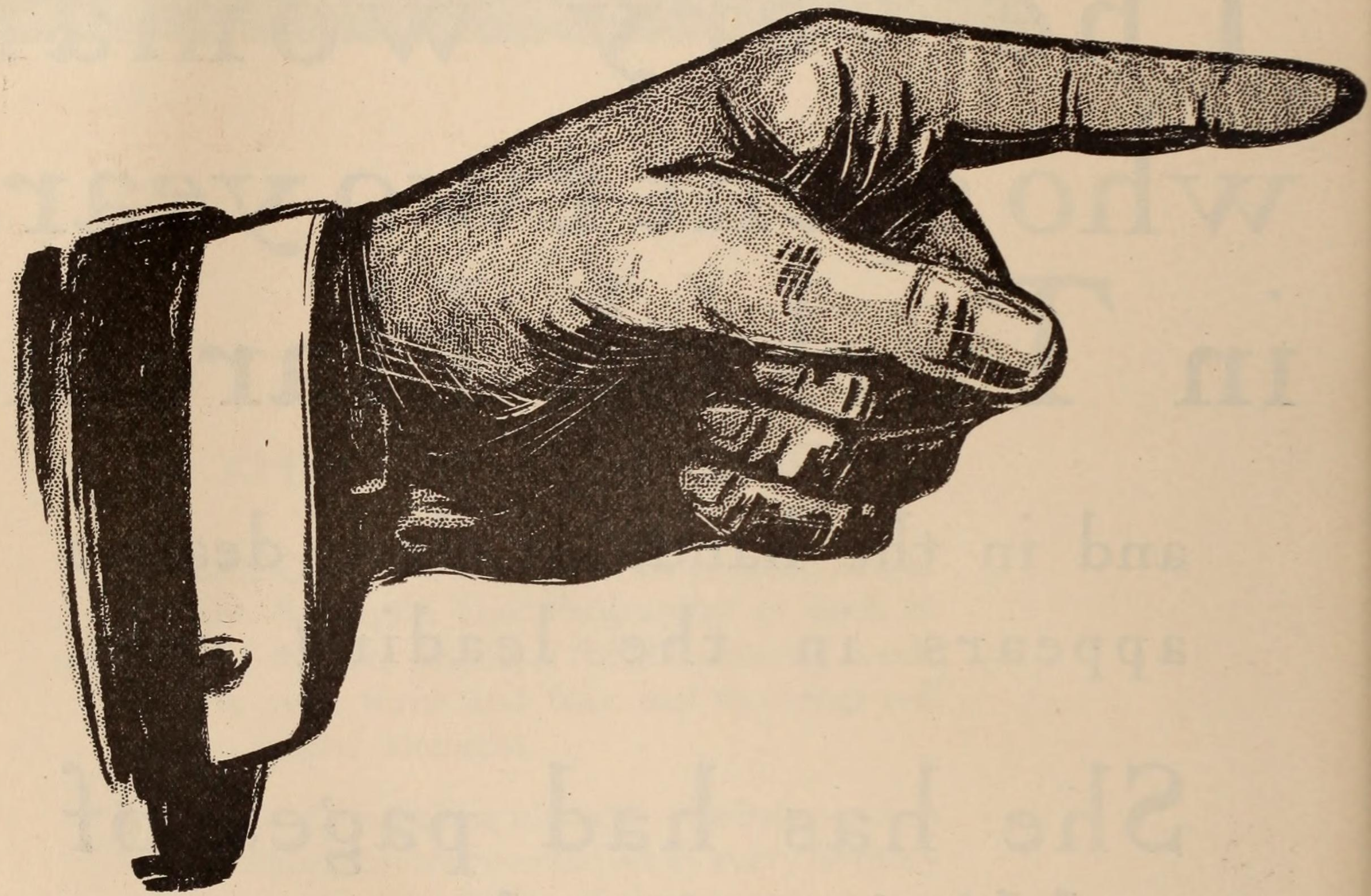
Our appreciation of Miss Pickford both as Star and Producer has been immeasurably enhanced by

## "DADDY LONG LEGS"

Prints will be on view at our exchanges very soon.

The First National Exhibitors Circuit, Inc.

6 West 48th Street, New York, N. Y.,



By order of the Board of Directors

# Positively no Bookings

of

# MARY PICKFORD'S

Forthcoming First National Release

# "Daddy Long Legs"

## will be arranged by this Company's Exchanges

# Until further notice

The First National Exhibitors Circuit, Inc.
6 and 8 West 48th St., New York, N. Y.

**BOB BRINKERHOFF**
**Famous Cartoonist, sees**

# Mary Pickford i

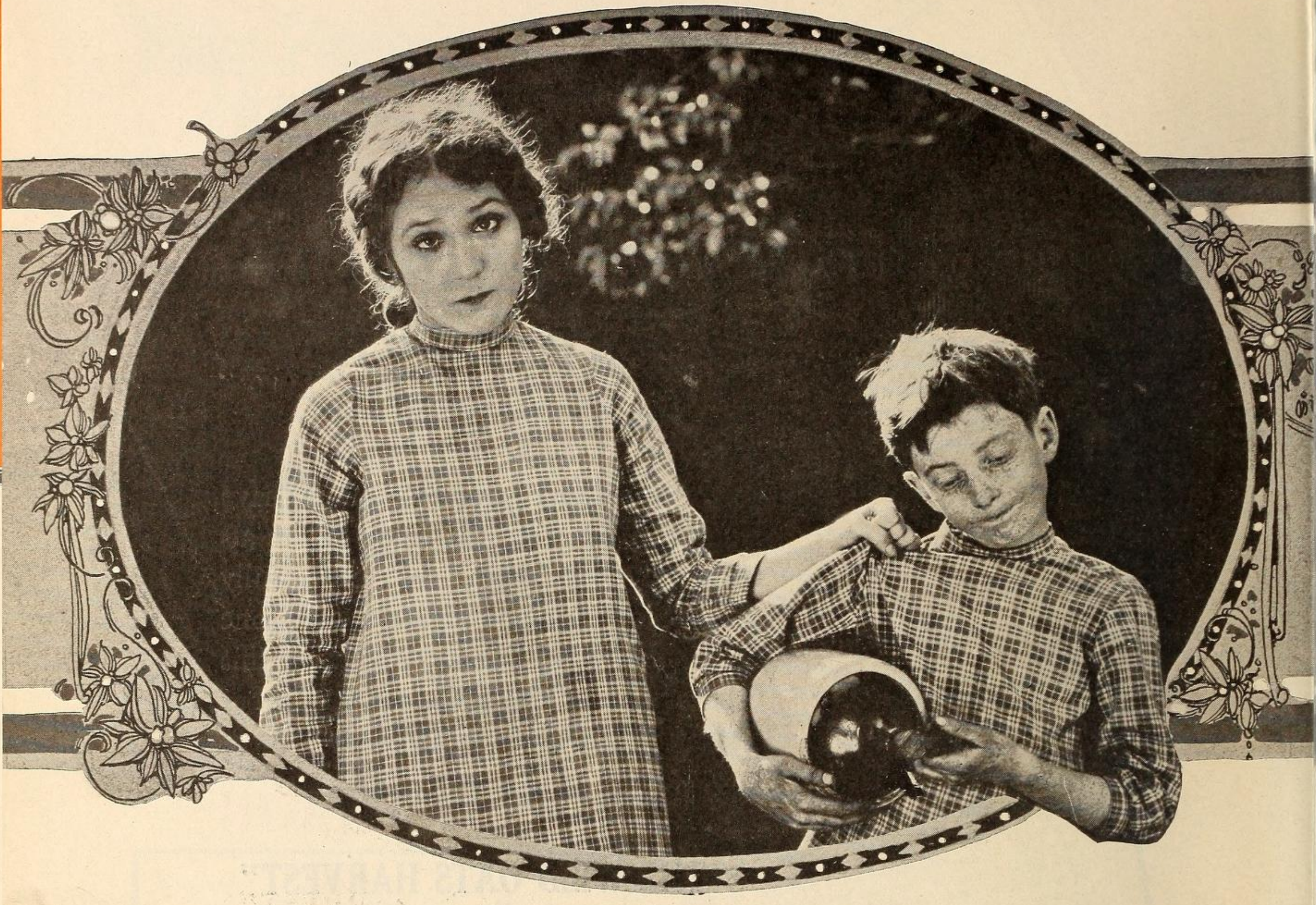
**Exhibitors who are so fortunate as to have already secured bookings on "Daddy Long Legs" are as lucky as the farmer who bought pasture land at $20 an acre and then struck an oil gusher on it.**

# "Daddy Long Legs" Directed by MARSHALL NEILAN

**Bookings on "Daddy Long Legs" will be accepted after it has its first run in your territory—*and not before.***

FIRST NATIONAL EXHIBITORS CIRCUIT

A First National Attraction



# Mary Pickford has

IN JEAN WEBSTER'S CEL

# "DADDY

## Directed by

Photographed b

Breaks all records at Adams Theatre, Detroit, and continued for second week at Washington Theatre. Most pleasing and popular picture of the year.

# TRY TC

outdone herself

BRATED STORY AND PLAY

# LONG LEGS"

## Marshall Neilan

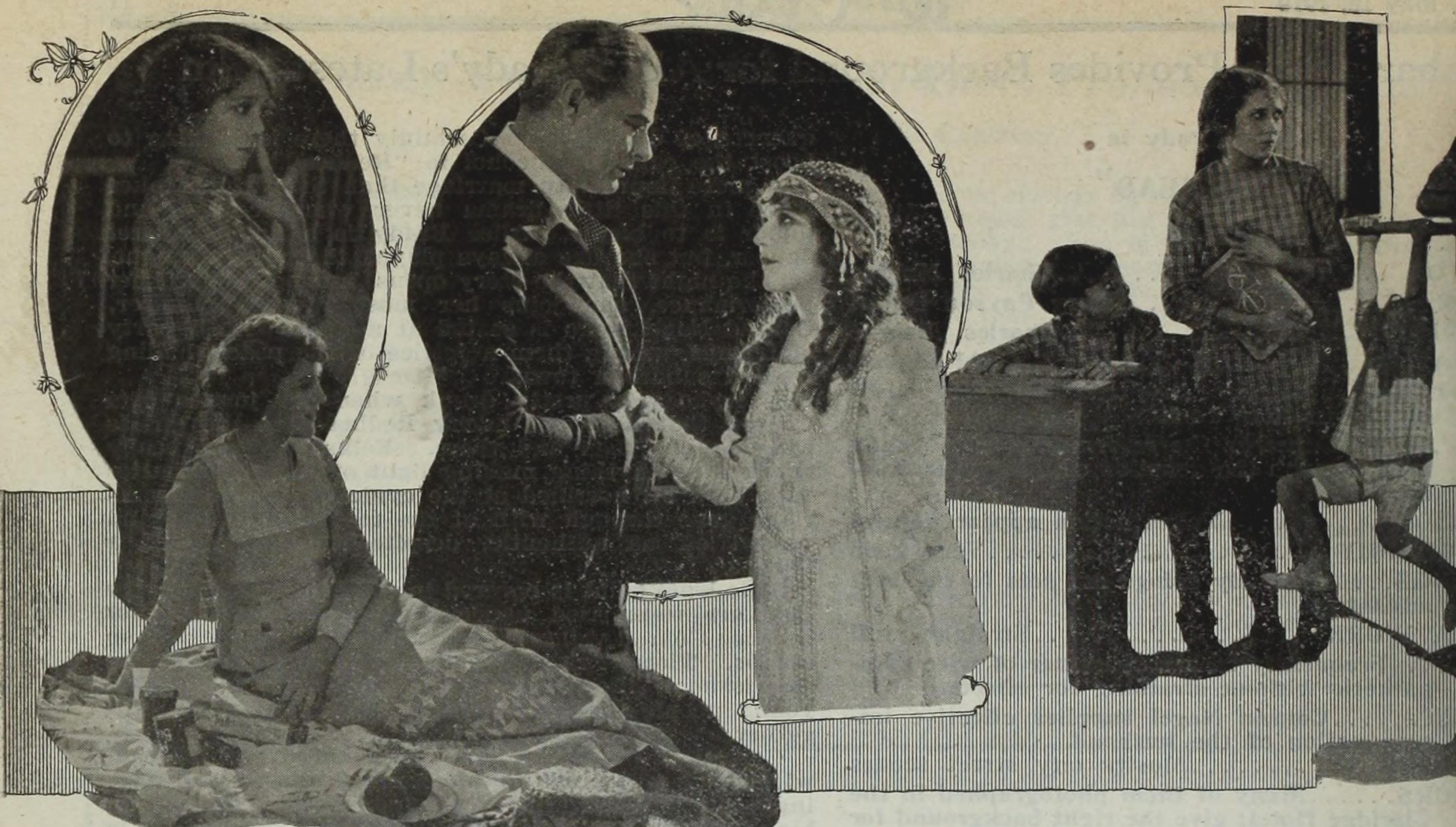
Charles Rosher

Breaks all records at Rivoli Theatre, Denver, at thirty cents admission. The first day of the second week's run at the Grand, Newark, N. J., was bigger than any previous day.

# BOOK IT

FIRST NATIONAL EXHIBITORS CIRCUIT

A First National Attraction



## How the So

# MARY PICKFOR

### as a

**The Famous Star received $270,000.00 f**
**Miss Pickford paid $40,000.00 advance c**
**The Picture, though barely released, is al**
**Millions will see the photoplay where me**
**Thousands of individual exhibitors will be**

***Remember, Ma***

# Try

*Photographed by*
*Charles Rosher*

es the Stage

# "Daddy Long Legs"

xample

ghts to the play.
city in hundreds of theatres.
e dramatic production.
ay as compared to hundreds from the play.

***eilan directed it***

## ok It!

FIRST NATIONAL EXHIBITORS CIRCUIT

*A First National Attraction*

THE MARY PICKFORD COMPANY PRESENTS:

# Mary Pickford

**The world-famous Star's Second Picture from her own studios.**

# in "The Hoodlum"

**Adapted from "Burkses Amy," by Julie M. Lippmann**

**Directed by S. A. Franklin**

***A September Release***

FIRST NATIONAL EXHIBITORS CIRCUIT

# Hey!

## Look out for "The Hoodlum"

when she comes to your theatre

She is *Mary Pickford*

In her Second Picture
From her own Studios.

Story Adapted from "BURKSES AMY," by Julie M. Lippmann

DIRECTED BY S. A. FRANKLIN

Miss Pickford is now personally responsible for every detail of her new pictures. That this one will prove a worthy successor to her first personal production, "Daddy Long Legs," she confidently hopes.

Distributed by this Nation-wide organization of Exhibitors

A "FIRST NATIONAL" ATTRACTION

FIRST NATIONAL EXHIBITORS CIRCUIT

*"I can lick any boy in town"*

The Mary Pickford Company
presents

# Mary Pickford

in a picture full of
laughs, pathos and
tremendous thrills

## "HEART O' THE HILLS"

From the famous novel by John Fox, jr.

**Her third picture from her own studios following the great successes, "Daddy Long Legs" and "The Hoodlum"**

Adapted by Bernard McConville
Directed by S. A. Franklin
Photographed by Charles Rosher

*A Mid-November Release*

A First National Attraction

Cut No. 9 in Press Sheet

"You can't kiss my gal, you with your gal's stockings and curly hair."

Cut No. 4 in Press Sheet

"Cross that line if you dare," cries the little mountain girl to the city land-grabbers."

Cut No. 15 in Press Sheet

"Cowards, I dare you to fight," challenges the new pupil when her lunch basket is upset.

# *We Know And You Know*

that Mary Pickford's name alone will pack your theatre but if you want to break house records tell your patrons that this is Mary Pickford in a new characterization as a little mountain girl —in a picture filled with laughable situations, tender heart touching incidents of childhood's joys and sorrows, and stirring scenes of the old feudal days with a beautiful love story of the loyalty of a little clansgirl to her rough mountaineer sweetheart.

*A "First National"*

FIRST NATIONAL EXHIBITORS CIRCUIT

*Attraction*

Cut No. 10 in Press Sheet

"I'll shoot if you move anoth step," and the feudist's daug ter makes good her threat.

Cut No. 7 in Press Sheet

"You dare to pull my hair. I a afraid of any boy in this town

Cu No. Press

"I'll tear your pretty dress to pi if you make fun of my clothe

# Vhat "Daddy Long Legs" Did,
# Vhat "The Hoodlum" Did,
# Heart O' the Hills" Will Do!

The Mary Pickford Company

presents

# MARY PICKFORD

## in "Heart O' the Hills"

From the famous novel by

John Fox, Jr.

Adapted by Bernard McConville
Directed by S. A. Franklin
Photographed by Charles Rosher

**HER THIRD PICTURE FOR FIRST NATIONAL**
**FROM HER OWN STUDIOS**

The Stills that Tell the Story of

# Mary Pickford in "Heart O' the Hills"

A feudist bullet leaves Mavis Hawn, the little mountain girl, fatherless.

Her back often ached from the Hickory "Lickings" by her mother.

Little Mavis sought consolation by caressing her "Daddy's" boots.

She could not withstand the lure of the wayside brook.

And she was ever ready to fight with any boy who pulled her hair.

Or she would shoot at sight the landgrabbers from the city

A FIRST NATIONAL ATTRACTION

# Mary Pickford In A New Characterization

## A photoplay full of laughs, pathos and tremendous thrills

### From the famous novel by John Fox Jr.

Adapted by Bernard McConville

But she put on her Sunday clothes when her best beau came.

Ever ready for fun or frolic at the log cabin dances.

She could shake a leg with the best in the Old Kentucky Shindig.

The animosity of the mountaineers to city folk starts a fight.

Old Grandpap Hawn will stand for no fracas at his dance.

Jealousy stalks in as she makes up with the city lad.

A FIRST NATIONAL ATTRACTION

FIRST NATIONAL EXHIBITORS CIRCUIT

# Her Third Picture From Her Own Studios

## Following the great successes, "Daddy Long Legs," and "The Hoodlum"

Directed by S. A. Franklin

Photographed by Charles Rosher

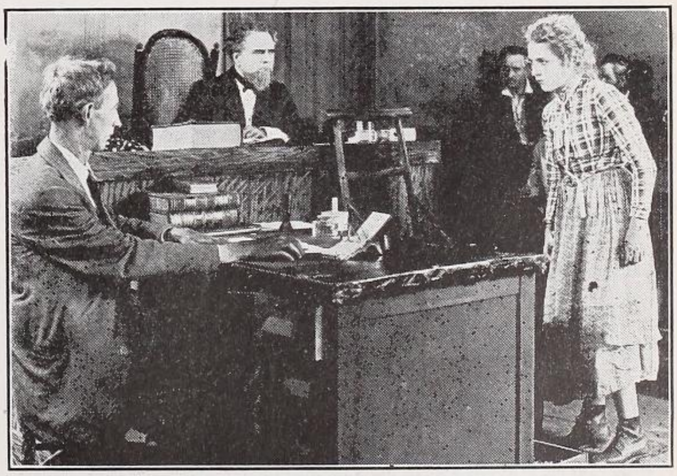
Off to get married—but the preacher lays down the law.

She rounds up the night riders to drive out the land grabbers.

A man is killed and little Mavis is said to be the slayer.

Caught in the mesh of the law, her grandpap sets her free.

Accused of murder, she faces the hangman's noose.

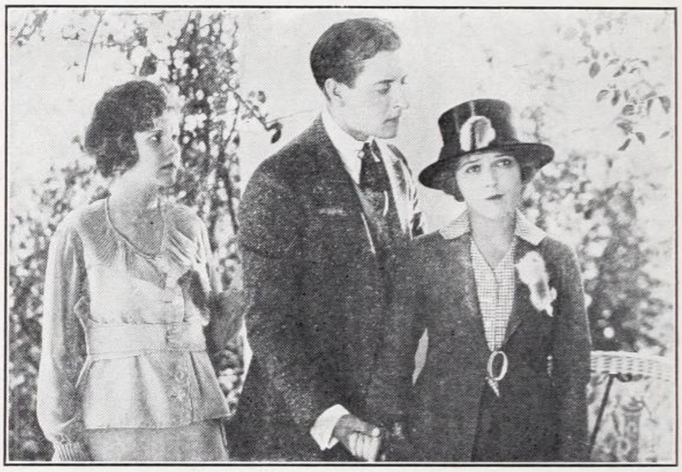


But she calls the witness a liar, and gets away with it.

A FIRST NATIONAL ATTRACTION

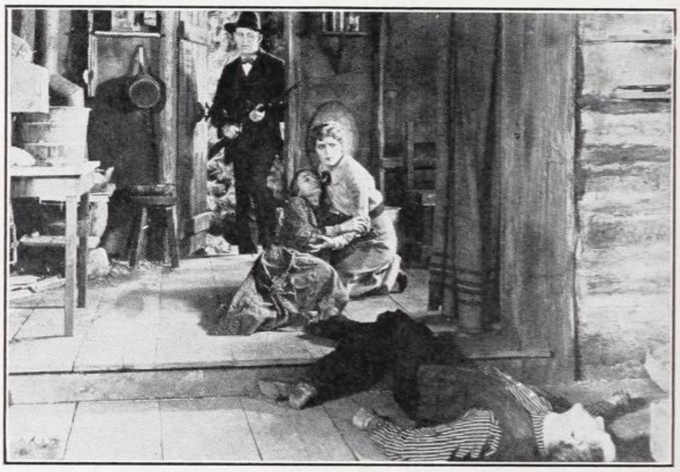
# "Daddy Long Legs" and "The Hoodlum" Have Paved the Way for Another Great Success for Mary Pickford's "Heart O' the Hills"

Better days come when she is taken to the big city.



Love comes, but she can't forget her mountain sweetheart.

Back to the mountains—she faces her drunken step-father.



A shot in the night ends the life of her father's assassin.

Consoling the mother whose life is broken by a brute.

At the old fish pond, awaiting the lover of by-gone days.

A FIRST NATIONAL ATTRACTION

# UNITED ARTISTS ADVERTS 1920

# UNITED ARTISTS CORPORATION

MARY PICKFORD CHARLIE CHAPLIN
DOUGLAS FAIRBANKS D·W·GRIFFITH

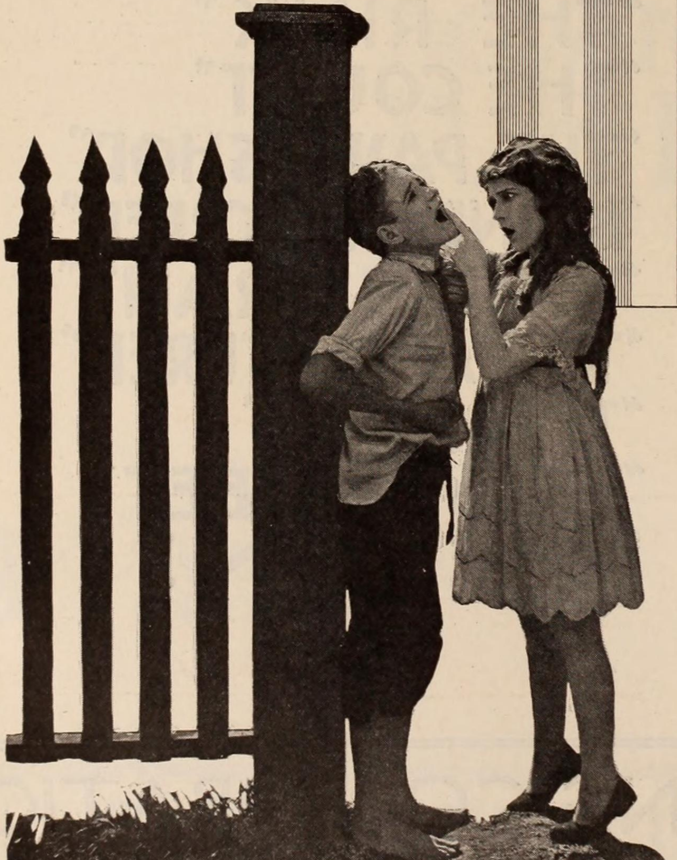
*Released January Eighteenth*

# MARY PICKFORD

in

# "POLLYANNA"

From Eleanor H. Porter's Famous Novel, "Pollyanna", Published by the Page Company and the Four Act Comedy by Catherine Chisholm Cushing. Screen Adaptation by Frances Marion. Photographed by Charles Rosher.



MARY PICKFORD in "Pollyanna"–
*can more - need more - be said?*

# MARY PICKFORD
## in
# "POLLYANNA"

From Eleanor H. Porter's Famous Novel, "Pollyanna", published by the Page Company

and the Four Act Comedy by Catherine Chisholm Cushing.

Screen Adaptation by Frances Marion
Photographed by Charles Rosher

Released January 18 th.

## UNITED ARTISTS CORPORATION

MARY PICKFORD · CHARLIE CHAPLIN
DOUGLAS FAIRBANKS · D.W. GRIFFITH

# "POLLYANNA"

*Miss Pickford's*

***Initial Release Through United Artists Corporation***

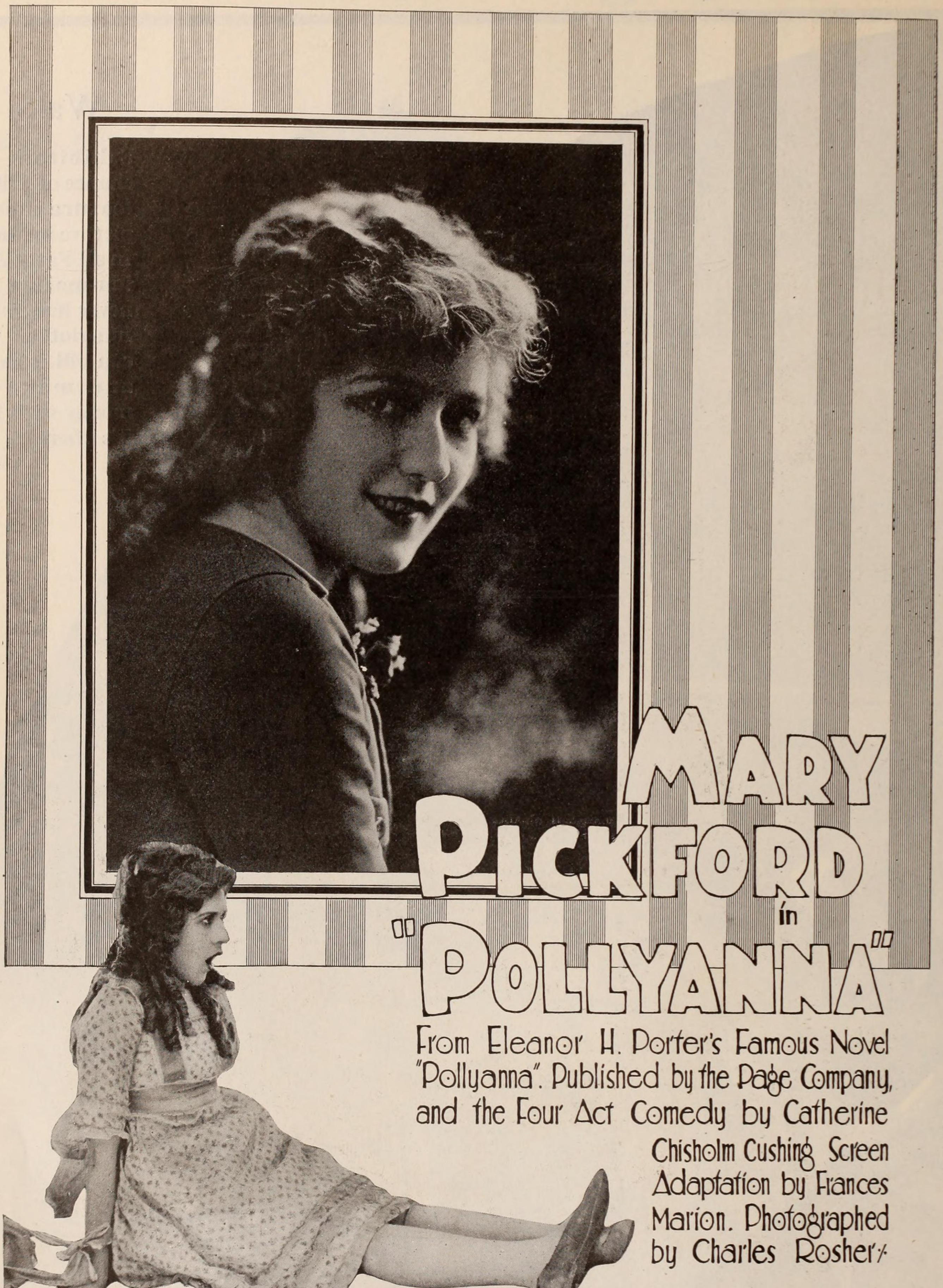
brings to the motion picture theatres of America a production of tremendous possibilities.

**One of the most popular books in the history of the publishing world—**

**One of the most successful plays in stage history—**

have paved the way for what Miss Pickford has endeavored to make

*her most sincere, lasting and ambitious contribution to motion picture entertainment.*


MARY PICKFORD
in
"POLLYANNA"
From Eleanor H. Porter's Famous Novel "Pollyanna". Published by the Page Company, and the Four Act Comedy by Catherine Chisholm Cushing. Screen Adaptation by Frances Marion. Photographed by Charles Rosher.

**UNITED ARTISTS CORPORATION**

**MARY PICKFORD**
**CHARLIE CHAPLIN**
**DOUGLAS FAIRBANKS**
**D.W. GRIFFITH**

# Pollyanna says:

*"Most generally there is something about everything that you can be glad about, if you keep hunting long enough to find it."*

Do you remember how the world welcomed "Pollyanna"— the Glad Book—and then "Pollyanna"—the Glad Play?

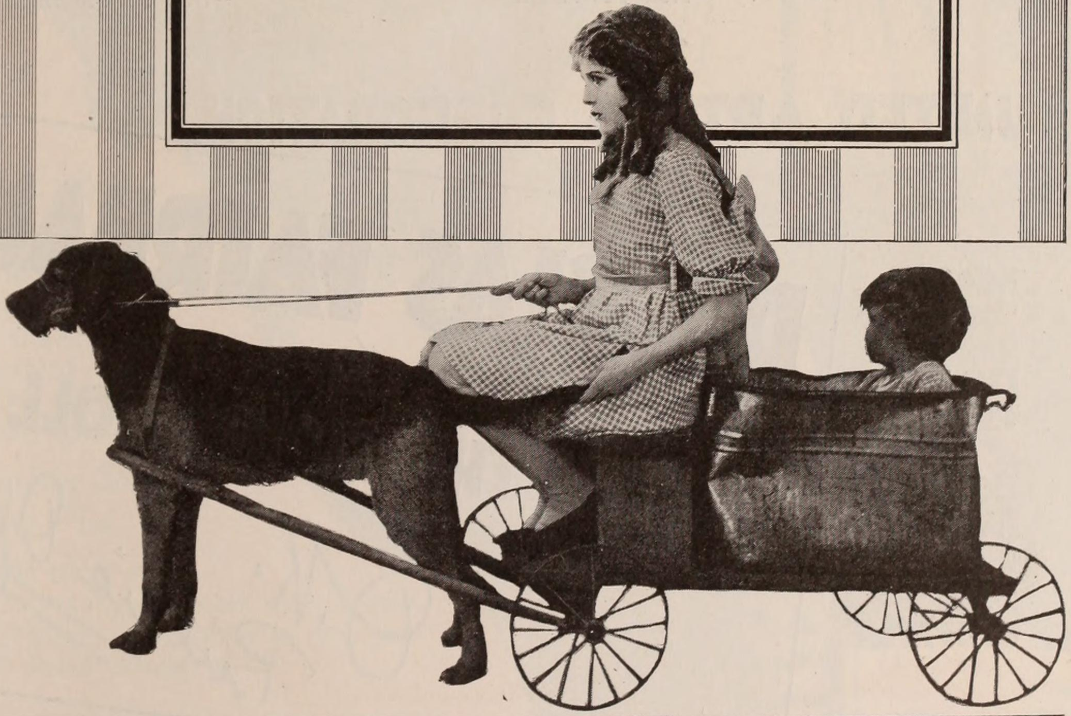
And was ever the weary world in greater need of the tonic of Gladness than now—on the eve of the release of the Glad Picture—"Pollyanna"?

And think! Mary Pickford in "Pollyanna"! What a vision of ineffable charm, of exquisite art, the mere words bring.

A story that flows straight from the great common heart of humanity, an answer to the world-old yearning for sunshine and laughter and gladness, enacted by an artiste at whose bidding the eyes of the multitude dim with the mists of Life's shadows or sparkle with the very joy of living.

Mary Pickford in "Pollyanna"—a gospel of Gladness, a miracle play, if ever there was one.

*Released January Eighteenth*



**UNITED ARTISTS CORPORATION**

MARY PICKFORD
CHARLIE CHAPLIN
DOUGLAS FAIRBANKS
D.W. GRIFFITH

Ten Consecutive Weeks at Tremont Temple, Boston.

Four Weeks at Clune's Auditorium, Los Angeles.

Four Weeks at the Wizard Theatre, Baltimore.

Two Weeks at The Rivoli and The Rialto, New York

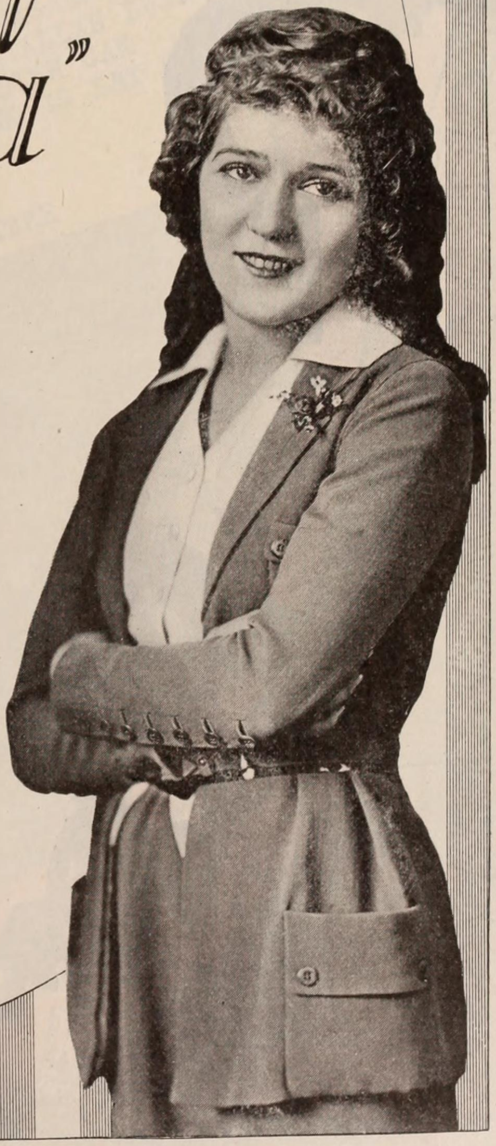
*and a host of other houses, playing it for one, two and three weeks engagements.*

# Mary Pickford

in

# "Pollyanna"

From Eleanor H. Porter's Famous Novel, "Pollyanna," published by the Page Company And the Four Act Comedy by Catherine Chisholm Cushing
Screen Adaptation by Frances Marion.
Photographed by Charles Rosher.



"Nothing quite so delicate has ever been done. It stands a production with which no comparisons can be made, the supreme effort of a true artist."
—*Motion Picture News.*

"Must be ranked as a gem and entitled to a place of honor among the classics of the screen."
—*Moving Picture World.*

"Mary Pickford rises to a new high level in 'Pollyanna'; it is a photoplay that will live while memory lasts."
—*Exhibitors Trade Review.*

"In the annals of filmdom, 'Pollyanna' will doubtless go down as the big picture of 1920."
—*Exhibitors Herald.*

UNITED ARTISTS CORPORATION
MARY PICKFORD · CHARLIE CHAPLIN
DOUGLAS FAIRBANKS · D.W. GRIFFITH
"Pollyanna" is the best known, most-talked-about little lady in the world today. Just a tender little wisp of a girl, but her "glad" message is reaching out wherever human hearts are beating.
Just announce "Pollyanna" to your audience—and see what fame and popularity really mean. You'll be glad then, too.
MARY PICKFORD
in
"POLLYANNA"
From Eleanor H. Porter's Famous Novel, "Pollyanna,"
Published by The Page Company,
And the Four Act Comedy by Catherine Chisholm Cushing,
Screen adaptation by Frances Marion,
Photographed by Charles Kosher.
A.G.

# MARY PICKFORD

in

# "SUDS"

From the Charles Frohman Production
"'Op O' Me Thumb"
By Frederick Fenn and Richard Pryce
Directed by Jack Dillon
Photographed by Charles Rosher.

A new Mary Pickford production is always an event of importance in filmdom— And we believe that the release of "Suds" with its brilliant achievements, will prove the event of events in all the splendid history of— Mary Pickford Productions.

**UNITED ARTISTS CORPORATION**

**MARY PICKFORD · CHARLIE CHAPLIN · DOUGLAS FAIRBANKS · D.W. GRIFFITH**

Hiram Abrams, General Manager

# MARY PICKFORD'S

NEWEST PICTURE

# "SUDS"

FROM THE CHARLES FROHMAN PRODUCTION
"OP O' ME THUMB"
BY FREDERICK FENN AND RICHARD PRYCE
DIRECTED BY JACK DILLON
SCREEN ADAPTATION BY WALDEMAR YOUNG
PHOTOGRAPHED BY CHARLES ROSHER

Form 1204

| CLASS OF SERVICE | SYMBOL |
|---|---|
| Telegram | Blue |
| Day Letter | Nite |
| Night Message | N L |
| Night Letter | |

If none of these three symbols appears after the check (number of words) this is a telegram. Otherwise its character is indicated by the symbol appearing after the check.

WESTERN UNION TELEGRAM

NEWCOMB CARLTON, PRESIDENT — GEORGE W. E. ATKINS, FIRST VICE-PRESIDENT

RECEIVED AT

H388KS 68 NL
PASADENA CALIF 21
HIRAM ABRAMS
729 SEVENTH AVE UNITED ARTISTS CORPN NEWYORK NY
WAS HAPPY TO BE ABLE TO PRESENT MARY PICKFORDS SUDS IN REVIEW AT MY STRAND THEATRE LAST NIGHT WONDERFUL PICTURE BEST COMMENTS FROM EVERY ATTENDANT OF A TURNAWAY AUDIENCE THINK IT THE MOST WONDERFUL CHARACTER WORK EVER ENACTED BEFORE THE CAMERA BY ANYONE YOU CAN BANK ON THIS BEING A BIGGER MONEY GETTER THAN ANY OF HER PREVIOUS PICTURES ALREADY SIGNED CONTRACT TO PLAY IT AN ENTIRE WEEK.
JACK ROOT.

UNITED ARTISTS CORPORATION
MARY PICKFORD · CHARLIE CHAPLIN
DOUGLAS FAIRBANKS · D. W. GRIFFITH
HIRAM ABRAMS, PRESIDENT.

# TREMENDOUS BUSINESS!

# MARY PICKFORD
in
# "SUDS"

From the Charles Frohman Production
" 'Op O' Me Thumb "
By Frederick Fenn and Richard Pryce
Directed by Jack Dillon
Screen Adaptation by Waldemar Young
Photographed by Charles Rosher.

Form 1204

| CLASS OF SERVICE | SYMBOL |
|---|---|
| Telegram | |
| Day Letter | Blue |
| Night Message | Nite |
| Night Letter | N L |

If none of these three symbols appears after the check (number of words) this is a telegram. Otherwise its character is indicated by the symbol appearing after the check.

**WESTERN UNION TELEGRAM**

NEWCOMB CARLTON, PRESIDENT GEORGE W. E. ATKINS, FIRST VICE-PRESIDENT

| CLASS OF SERVICE | SYMBOL |
|---|---|
| Telegram | |
| Day Letter | Blue |
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| Night Letter | N L |

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BZ 225 WEST 52 ST NY

RECEIVED AT

61NY ANU 18
GR STLOUIS MO JUNE 24 1920 358P
HIRAM ABRAMS
729 SEVENTH AVE
MARY PICKFORD IN SUDS IS CLEANING UP AT THE NEW
GRAND CENTRAL AND WEST END LYRIC TREMENDOUS BUSINESS
SPYRCS SKOURAS
605P

UNITED ARTISTS
CORPORATION
MARY PICKFORD CHARLIE CHAPLIN
DOUGLAS FAIRBANKS D.W.GRIFFITH
HIRAM ABRAMS, PRESIDENT

The height of screen artistry-
MARY PICKFORD
in
"SUDS"
from the Charles Frohman Production
"Op O' Me Thumb"
By Frederick Fenn and Richard Pryce
Screen Adaptation by Waldemar Young
Directed by Jack Dillon
Photographed by Charles Rosher
UNITED ARTISTS CORPORATION
MARY PICKFORD · CHARLIE CHAPLIN
DOUGLAS FAIRBANKS · D.W. GRIFFITH
HIRAM ABRAMS, PRESIDENT

## The Supreme Tie-Up—

# Mary Pickford

in

# "SUDS"

On Your Screen NOW—

From the Charles Frohman Production "Op O' Me Thumb"
By Frederick Fenn & Richard Pryce
Directed by Jack Dillon
Screen Adaptation by Waldemar Young
Photographed by Charles Rosher.

UNITED ARTISTS CORPORATION
HIRAM ABRAMS, PRESIDENT

MARY PICKFORD
CHARLIE CHAPLIN
DOUGLAS FAIRBANKS
DAVID WARK GRIFFITH

# MARY PICKFORD

*in*

# "SUDS"

**IS DEMONSTRATING AGAIN AND AGAIN THAT AUDIENCES WILL RISE TO WHAT-EVER HEIGHTS REAL ARTISTRY LEADS**

*From the Charles Frohman Production "'Op O' Me Thumb" By Frederick Fenn and Richard Pryce. Screen Adaptation by Waldemar Young. Directed by Jack Dillon Photographed by Charles Rosher.*

**AND THERE'S "POLLYANNA"**

**THE FIRST MARY PICKFORD-UNITED ARTISTS TRIUMPH, PLAYING ON AN EVER GROWING WAVE OF POPULARITY**

*From Eleanor H. Porter's Famous Novel, "Pollyanna", Published by the Page Company, and the Four Act Comedy by Catherine Chisholm Cushing. Screen Adaptation by Frances Marion. Photographed by Charles Rosher.*

## UNITED ARTISTS CORPORATION

MARY PICKFORD · CHARLIE CHAPLIN
DOUGLAS FAIRBANKS · D.W. GRIFFITH
HIRAM ABRAMS, PRESIDENT

# MARY PICKFORD

in

# "SUDS"

In all the splendid characterizations that Miss Pickford has given the screen, there is none that will outlive the memory of her marvelous creation in "SUDS"

From the Charles Frohman Production "Op O' me Thumb" by Frederick Fenn and Richard Pryce
Directed by Jack Dillon
Screen Adaptation by Waldemar Young
Photographed by Charles Rosher

*Theatre thought:*

PICTURES ARE THE LIFE-BLOOD OF YOUR BUSINESS, THE MOST VITAL ELEMENT IN THE GROWTH OF YOUR THEATRE-YOU MUST GIVE YOUR HOUSE THE BEST PICTURES THAT MONEY CAN BUY TO KEEP IT ALIVE AND HEALTHY

# Mary Pickford
## and YOUR Theatre

*All that Mary Pickford represents to the public – the beauty, artistry and wholesomeness of her work – is reflected in the theatre that shows her pictures. Give your house something of this wondrous popular appeal. Her two latest pictures carry it in full measure.*

## "SUDS"

From the Charles Frohman Production "Op O'me Thumb" by Frederick Fenn and Richard Pryce. Directed by Jack Dillon. Screen Adaptation by Waldemar Young. Photographed by Charles Rosher.

## "POLLYANNA"

From Eleanor H. Porter's Famous Novel "Pollyanna" Published by the Page Company, And the Four Act Comedy by Catherine Chisholm Cushing. Screen Adaptation by Frances Marion. Photographed by Charles Rosher.

### *Theatre Thought:*

*As you value the reputation of your theatre, remember always to apply this test when you book a picture: Not how cheap – but how good.*

UNITED ARTISTS
CORPORATION

MARY PICKFORD · CHARLIE CHAPLIN
DOUGLAS FAIRBANKS · D.W. GRIFFITH

HIRAM ABRAMS, PRESIDENT

TWO

# Mary Pickford PRODUCTIONS

*If either or both of these pictures have not yet played your theatre you owe it to yourself to book them now. They will really build business for you.*

A THEATRE THOUGHT:

*Your lobby is important, your music, your ushers, your furnishings are all important, but remember- they serve only as the frame for your screen. Why spend a fortune on the frame and stint on the picture?*

## "SUDS"

*From the Charles Frohman Production "Op O' me Thumb" by Frederick Fenn and Richard Pryce. Directed by Jack Dillon. Screen Adaptation by Waldemar Young. Photographed by Charles Rosher.*

## "POLLYANNA"

*From Eleanor H. Porter's Famous Novel "Pollyanna" Published by the Page Company, And the Four Act Comedy by Catherine Chisholm Cushing. Screen Adaptation by Frances Marion Photographed by Charles Rosher.*

UNITED ARTISTS CORPORATION

MARY PICKFORD
CHARLIE CHAPLIN
DOUGLAS FAIRBANKS
D.W. GRIFFITH

HIRAM ABRAMS, President

A.G.

# UNITED ARTISTS ADVERTS 1921

# MARY PICKFORD'S

*New Picture - to be Released January Ninth*

## "THE LOVE LIGHT"

Written and Directed by Frances Marion
Photographed by Charles Rosher and Henry Cronjager

The untold millions who love Mary Pickford for all the sweetness and happiness that she has brought into their lives will hail "The Love Light" as a great picture—perhaps the greatest of all the wonderful Mary Pickford productions.

Miss Pickford has never screened so beautifully, nor has her exquisite talent ever been offered greater scope.

The story, now rich in humor and now tense in its hold on the heart, could stand alone as a splendid offering, but with the beauty and art of Mary Pickford it should prove an overwhelming box-office triumph.

NOTE

This is not the usual "blind" advertisement written without the opportunity of an actual view of the picture The man who wrote this advertisement went to California for the specific purpose of pre-viewing "The Love Light" and this is a sincere expression of his opinion

## UNITED ARTISTS CORPORATION

MARY PICKFORD · CHARLIE CHAPLIN · DOUGLAS FAIRBANKS · D.W. GRIFFITH

HIRAM ABRAMS, PRESIDENT

WRITTEN AND
DIRECTED BY
FRANCES MARION

PHOTOGRAPHED BY
CHARLES ROSHER AND
HENRY CRONJAGER

# MARY PICKFORD'S

*New Production – To be released January Ninth*

## "THE LOVE LIGHT"

*A Picture that will carry to your screen all the beauty, charm and art that have made Mary Pickford the most beloved girl in the world.*

UNITED ARTISTS CORPORATION

MARY PICKFORD · CHARLIE CHAPLIN · DOUGLAS FAIRBANKS · D.W. GRIFFITH

HIRAM ABRAMS, PRESIDENT

# MARY PICKFORD'S

*New Production to be Released January Ninth*

# "The LOVE LIGHT"

has its moments of delightful humor — the quaintest comedy touches imaginable — human bits that will find a response in hearts everywhere. And there are bits of pathos — moments of real heart-searching tragedy—and again, scenes of tremendous melodramatic force.

And withal, the radiant beauty and exquisite dramatic genius of Mary Pickford herself, the foremost artiste of the screen.

"The Love Light" is indeed a picture to be remembered.

*Written and Directed by* FRANCES MARION

*Photographed by* CHARLES ROSHER *and* HENRY CRONJAGER

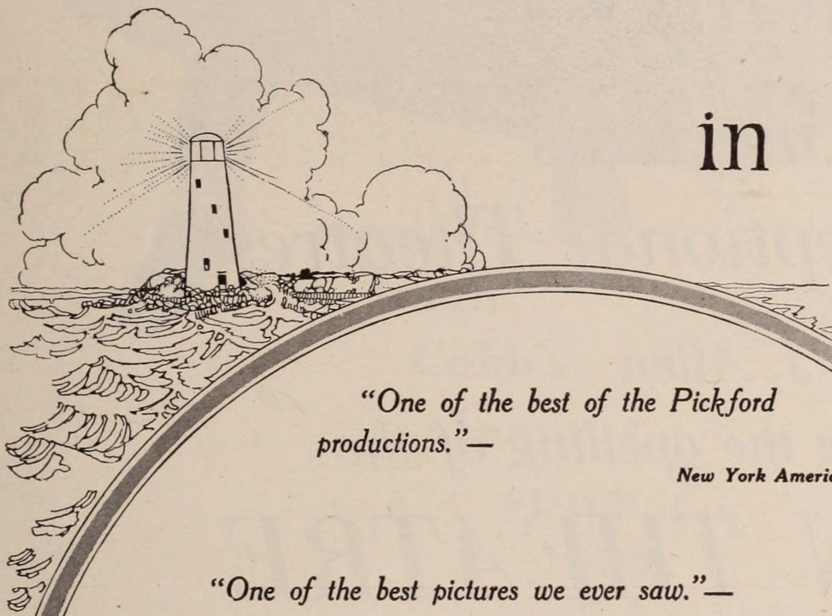
UNITED ARTISTS CORPORATION

MARY PICKFORD
CHARLIE CHAPLIN
DOUGLAS FAIRBANKS
D. W. GRIFFITH

HIRAM ABRAMS
PRESIDENT

# MARY PICKFORD

in



# "THE LOVE LIGHT"

WRITTEN AND DIRECTED BY FRANCES MARION

PHOTOGRAPHED BY CHARLES ROSHER AND HENRY CONJAGER.

*"One of the best of the Pickford productions."—*
**New York American**

*"One of the best pictures we ever saw."—*
**New York Tribune**

*"Well above the average ..... Miss Pickford achieves a high degree of success."—*
**New York Times**

*"Pickford fans are going to like it because it shows their favorite at her best."—*
**N. Y. Evening Mail**

*"Not only an unusual story for the screen but a startling disclosure of the emotional powers of Miss Pickford."—*
**N. Y. Evening Telegram**

## UNITED ARTISTS CORPORATION

MARY PICKFORD · CHARLIE CHAPLIN · DOUGLAS FAIRBANKS · D.W. GRIFFITH

HIRAM ABRAMS PRESIDENT

# MARY PICKFORD

## in "THE LOVE LIGHT"

Written and directed by Frances Marion
Photographed by Charles Rosher and
Henry Cronjager

"Good for an extended run. Ought to keep the cashier busy. You could promise a refund and feel sure no one would ask for it."
—*Wid's.*

"A winner . . . seldom has a more direct appeal to the heart been so effectively put over in a picture. Its success should be instantaneous. A feature that is of prime importance among the new year's publication and of the highest worth."
—*Exhibitor's Herald.*

"Miss Pickford appeared to better advantage than she has in a long time. As shown to a crowded house at the Capitol Theatre, Mary registered a decided success."
—*Moving Picture World.*

"Throughout the picture a cast so good that it could be termed all star gives Miss Pickford perfect support. The star herself has never shown a wider range of real histrionic talent."
—*Motion Picture News.*

"Here we have Mary Pickford in all her glory. The Mary Pickford whose artistry is untouched by any other actress on the screen."
—*Morning Telegraph.*

"Taken as a whole this is a deeply appealing picture. There are some exceptional situations in it which are powerfully human."
—*Harrison's Reports.*

"Another undeniable Pickford success. Exhibitors will find this picture an attraction of unusual strength and great drawing power."
—*Exhibitors Trade Review.*

## UNITED ARTISTS CORPORATI

MARY PICKFORD · CHARLIE CHAPLIN
DOUGLAS FAIRBANKS · D·W·GRIFFITH
HIRAM ABRAMS, PRESIDENT.

# *First reports from the field—*

"My patrons and the press think 'The Love Light' the best of all the Pickford productions and I heartily agree with them."

E. H. GERSTLE, Mgr.
Valentine Theatre
Toledo, Ohio.

"'The Love Light' pleased our patrons immensely."

L. F. EICK, Mgr.
Fenray Theatre
Martins Ferry, Ohio.

"'The Love Light' is without a doubt the very best picture Miss Pickford ever made. As you know, my house is new and I am trying to give the people the best pictures obtainable. I did not disappoint them on this one and am proud to have shown it at my house. Let me know in time about her next release."

MAX SCHAFER
Temple Theatre
Bellaire, Ohio.

# MARY PICKFORD

in

# "THE LOVE LIGHT"

Written and Directed by Frances Marion. Photographed by Charles Rosher and Henry Cronjager

## UNITED ARTISTS CORPORATION

MARY PICKFORD · CHARLIE CHAPLIN
DOUGLAS FAIRBANKS · D.W. GRIFFITH
HIRAM ABRAMS, PRESIDENT.

# Take Los Angeles for example —

ON ACCOUNT OF CAPACITY BUSINESS

## The California Theatre,

BREAKING AWAY FROM ITS ONE WEEK POLICY

*for the first time in its history has held a picture over a second week*

THE PICTURE IS

# MARY PICKFORD'S

*Newest Release*

# "THE LOVE LIGHT"

Miller's Theatre, Los Angeles, will follow the California with a second run of three weeks, to be followed by a third run of two weeks at The Garrick.

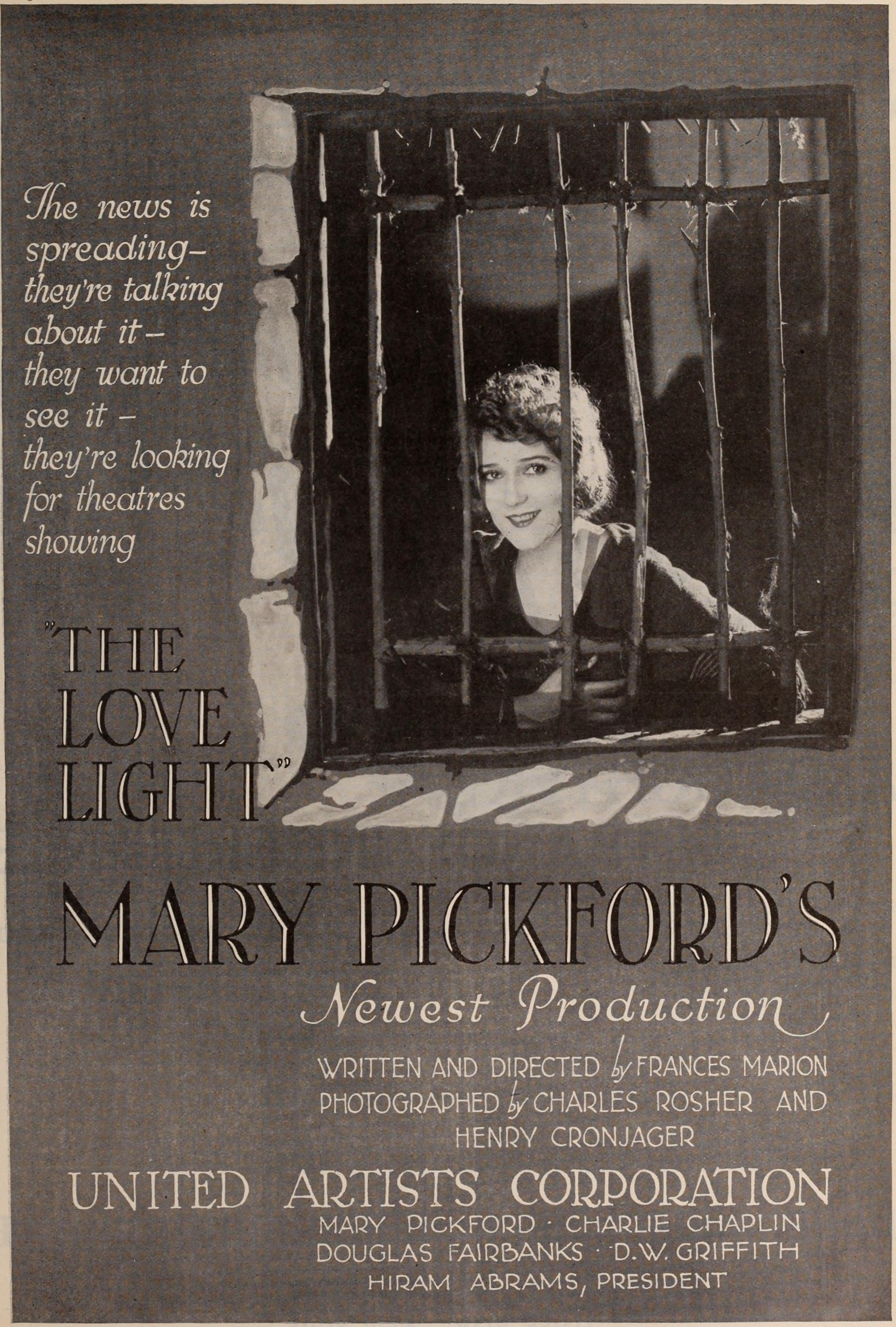
*This is the voice of the Public saying "The Love Light" is a big picture.*

Written and Directed by Frances Marion
Photographed by Charles Rosher and Henry Cronjager

## UNITED ARTISTS CORPORATION

MARY PICKFORD · CHARLIE CHAPLIN · DOUGLAS FAIRBANKS · D.W. GRIFFITH

HIRAM ABRAMS, PRESIDENT



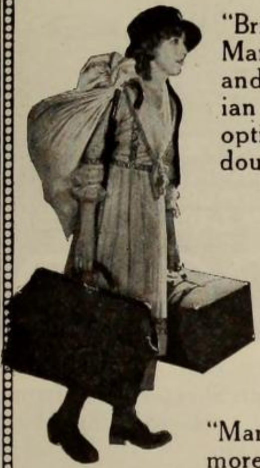
The news is spreading– they're talking about it– they want to see it– they're looking for theatres showing
"THE LOVE LIGHT"
MARY PICKFORD'S
Newest Production
WRITTEN AND DIRECTED by FRANCES MARION
PHOTOGRAPHED by CHARLES ROSHER AND HENRY CRONJAGER
UNITED ARTISTS CORPORATION
MARY PICKFORD · CHARLIE CHAPLIN
DOUGLAS FAIRBANKS · D.W. GRIFFITH
HIRAM ABRAMS, PRESIDENT

MARY PICKFORD
BRINGS TO THE SCREEN ANOTHER OF THOSE INCOMPARABLE PRODUCTIONS THAT HAVE MADE HER BELOVED OF THE MILLIONS
"THROUGH THE BACK DOOR"
Released May Fifteenth
Direction by Jack Pickford and Alfred E. Green
Scenario by Marion Fairfax
Photography by Charles Rosher
UNITED ARTISTS CORPORATION
MARY PICKFORD
CHARLIE CHAPLIN
DOUGLAS FAIRBANKS
D. W. GRIFFITH
HIRAM ABRAMS, PRESIDENT

# A TRIUMPH IN LOS ANGELES

"There will never be another Mary Pickford. She outchaplined the famous Charlie in one of the cleverest stunts ever screened. Never has the little actress been more appealing than in this play. She stands absolutely alone on her merits. She makes the most of even the slightest possibility to show her histrionism with the deepest touches of pathos and the daintiest humor, never once falling from her pedestal of feminism so difficult to maintain in comedy. Personally, I think 'Through the Back Door' is Mary's best picture by far in ages."

***—Eleanor Barnes in the Los Angeles Record.***



"Brings a laugh and cheer and a sigh. Mary Pickford is so thoroughly human and lovable in this story that the Pickfordian admirers will be satisfied. Its keen optimistic sanity wins favor and it will doubtless enjoy an extended run."

***—Los Angeles Express.***

"Heart throbs and laughs, you will find both in 'Through the Back Door.'"

***—Los Angeles Herald.***

"Mary Pickford has never been seen in a more appealing role. She hits the high note of comedy in one of the funniest scenes ever filmed."

***—Florence Lawrence in the Los Angeles Examiner.***

"Never since 'Stella Maris' has Mary revealed more exquisite and compelling power of successfully paging our smiles and our tears. After all there is only one Mary Pickford."

***Grace Kingsley in Los Angeles Times.***

## AND THIS TELEGRAM

**to Hiram Abrams from Harry David, Managing Director Mission Theatre, Los Angeles.**

"All hail to Mary. 'Through the Back Door', the opening day of a predicted six week run has packed the house continuously with a typical Pickford audience who have shown their delight and appreciation of her new vehicle with tears, laughs and applause. The Bull Dog editions of all morning papers are unanimous in praise of picture. Hearty congratulations."

# *Mary Pickford*

*in*

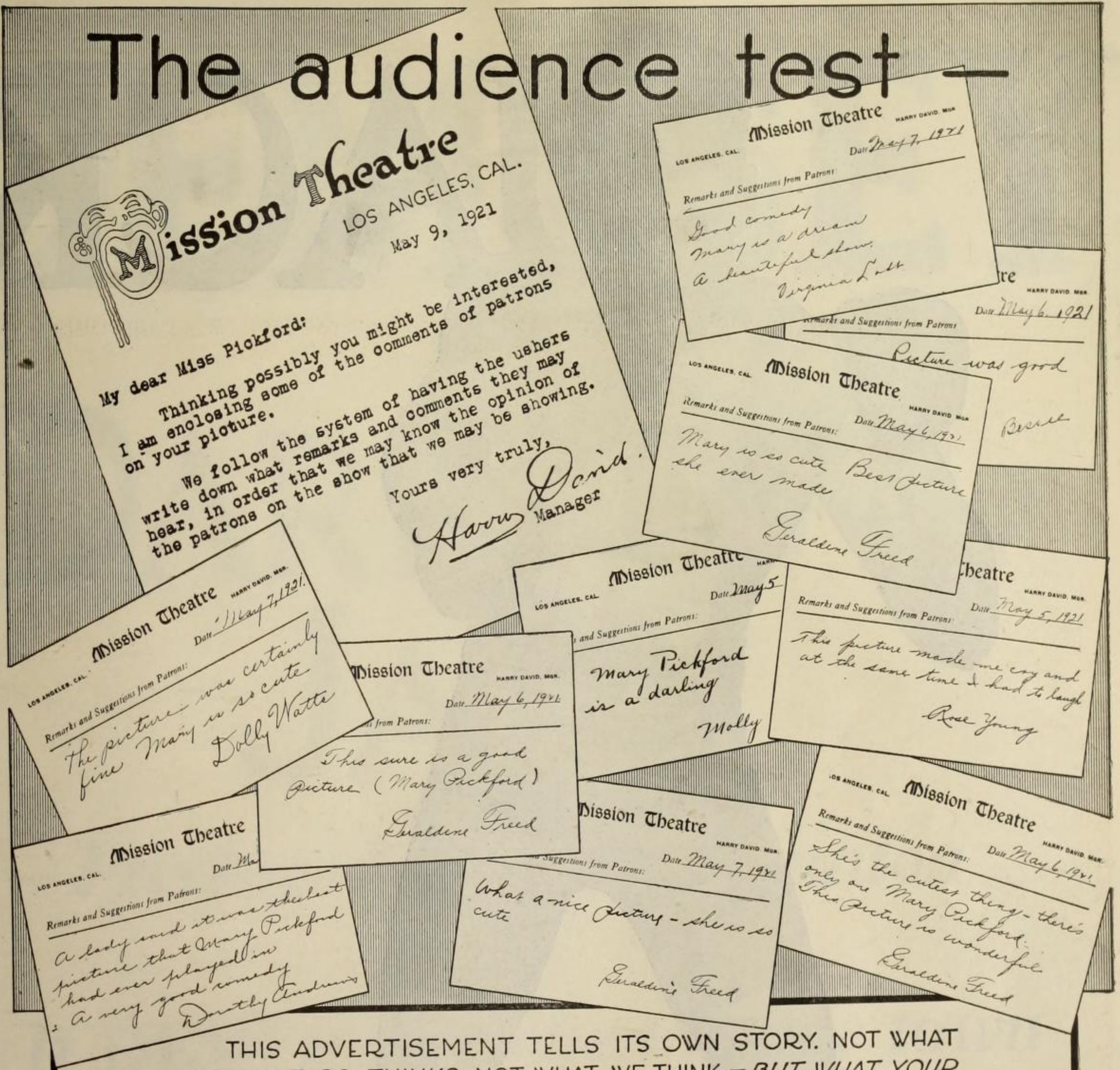
# *"Through the Back Door"*

*Direction by Jack Pickford*
*and Alfred E. Green*
*Scenario by Marion Fairfax*
*Photography by Charles Rosher*

## UNITED ARTISTS CORPORATION

MARY PICKFORD · CHARLIE CHAPLIN
DOUGLAS FAIRBANKS · D.W. GRIFFITH
HIRAM ABRAMS, PRESIDENT

# The audience test —



Mission Theatre
LOS ANGELES, CAL.
May 9, 1921

My dear Miss Pickford:

Thinking possibly you might be interested, I am enclosing some of the comments of patrons on your picture.

We follow the system of having the ushers write down what remarks and comments they may hear, in order that we may know the opinion of the patrons on the show that we may be showing.

Yours very truly,
Harry David
Manager

Mission Theatre — Los Angeles, Cal. — Harry David, Mgr. — Date May 7, 1921
Remarks and Suggestions from Patrons:
Good comedy
Mary is a dream
A beautiful show.
Virginia Lott

Date May 6, 1921
Remarks and Suggestions from Patrons:
Picture was good
Bessie

Mission Theatre — Los Angeles, Cal. — Harry David, Mgr. — Date May 6, 1921
Remarks and Suggestions from Patrons:
Mary is so cute Best picture she ever made
Geraldine Freed

Mission Theatre — Los Angeles, Cal. — Harry David, Mgr. — Date May 7, 1921
Remarks and Suggestions from Patrons:
The picture was certainly fine Mary is so cute
Dolly Watts

Mission Theatre — Harry David, Mgr. — Date May 5
Remarks and Suggestions from Patrons:
Mary Pickford is a darling
Molly

Theatre — Harry David, Mgr. — Date May 5, 1921
Remarks and Suggestions from Patrons:
This picture made me cry and at the same time I had to laugh
Rose Young

Mission Theatre — Harry David, Mgr. — Date May 6, 1921
Remarks and Suggestions from Patrons:
This sure is a good picture (Mary Pickford)
Geraldine Freed

Mission Theatre — Los Angeles, Cal.
Remarks and Suggestions from Patrons:
A lady said it was the best picture that Mary Pickford had ever played in
A very good comedy
Dorothy Andrews

Mission Theatre — Harry David, Mgr. — Date May 7, 1921
Remarks and Suggestions from Patrons:
What a nice picture - she is so cute
Geraldine Freed

Mission Theatre — Los Angeles, Cal. — Harry David, Mgr. — Date May 6, 1921
Remarks and Suggestions from Patrons:
She's the cutest thing - there's only one Mary Pickford. This picture is wonderful
Geraldine Freed

THIS ADVERTISEMENT TELLS ITS OWN STORY. NOT WHAT MISS PICKFORD THINKS, NOT WHAT WE THINK — *BUT WHAT YOUR PATRONS THINK* — THAT IS THE ONLY THING TO BE CONSIDERED.

# MARY PICKFORD

in

# "THROUGH THE BACK DOOR"

Direction by Jack Pickford and Alfred E. Green
Scenario by Marion Fairfax · Photography by Charles Rosher

## UNITED ARTISTS CORPORATION

MARY PICKFORD · CHARLIE CHAPLIN · DOUGLAS FAIRBANKS · D. W. GRIFFITH
HIRAM ABRAMS, PRESIDENT

# From Coast to Coast —

# MARY PICKFORD'S

new picture

# "THROUGH THE BACK DOOR"

is a triumph!

Direction by Jack Pickford and Alfred E. Green
Scenario by Marion Fairfax
Photography by Charles Rosher

WESTERN UNION TELEGRAM
NEWCOMB CARLTON, PRESIDENT — GEORGE W. E. ATKINS, FIRST VICE-PRESIDENT
RECEIVED AT 225 WEST 52D STREET, NEW YORK CITY

223FY FDS 55
HY BOSTON MASS 229P MAY 19 1921
HIRAM ABRAMS
UNITED ARTISTS CORPN 729-7TH AVE NEWYORK NY
AM PLAYING THROUGH THE BACK DOOR DAY AND DATE IN MODERN BEACON AND PARK STOP BIG CROWD WAITING OUTSIDE ALL THE TIME BUT I CANT GET EM IN STOP THE PEOPLE INSIDE WONT GO OUT STOP THEY ALL WANT TO STAY AND SEE IT TWICE STOP HAVE A HEART DONT MAKE EM SO GOOD
JAKE LOURIE
3P

---

7592BU 25 4 EXTRA NL
1921 MAY 17 PM 9 45
FY BUFFALO NY 17
HIRAM ABRAMS
UNITED ARTISTS CORPN 729-7TH AVE NEWYORK NY
THROUGH THE BACK DOOR IS THE FINEST MARY PICKFORD PRODUCTION SINCE DADDY LONGLEGS STOP THE BOX OFFICE CONFIRMS OUR OWN OPINION
SHEA AMUSEMENT CO BY HAROLD B FRANKLIN.

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WESTERN UNION TELEGRAM
RECEIVED AT 225 WEST 52D STREET, NEW YORK CITY

2767Y FJG 25 BLUE
MX CHICAGO ILL 254PM MAY 16 1921
HIRAM ABRAMS
UNITED ARTISTS CORPN 729 7 AVE NEWYORK NY
THROUGH THE BACK DOOR OPENED AT OUR ROOSEVELT THEATRE LAST NIGHT BUSINESS ENORMOUS HUNDREDS TURNED AWAY I CONSIDER THIS ONE OF MISS PICKFORDS BEST PRODUCTIONS CONGRATULATIONS
NATHAN ASCHER
554P

---

RECEIVED AT 2

5DFY FWS 44 NL
MS SANFRANCISCO CALIF MAY 15-16 1921
UNITED ARTISTS CORPN
729 7 AVE NEWYORK NY
MARY PICKFORD OPENED TODAY IN THRU THE BACK DOOR PLAYING TO CROWDED HOUSES ALL AFTERNOON AND EVENING EIGHT SHOWS BREAKING ALL PREVIOUS HOUSE RECORDS STRAND THEATRE STOP AUDIENCES DELIGHTED AND CONCENSUS OF OPINION IS THAT THRU THE BACK DOOR IS MARY PICKFORD GREATEST ACHIEVEMENT
M.L.MARKOWITZ
1012A

---

WESTERN UNION TELEGRAM
NEWCOMB CARLTON, PRESIDENT — GEORGE W. E. ATKINS, FIRST VICE-PRESIDENT
RECEIVED AT 225 WEST 52D STREET, NEW YORK CITY

262FY FJG 49 BLUE
R SEATTLE WASH 236P MAY 11 1921
HIRAM ABRAMS
UNITED ARTISTS CORPN NEWYORK NY
IN MY OPINION THROUGH THE BACK DOOR IS THE BEST PICTURE MARY PICKFORD EVER MADE I DID NOT HESITATE TO PAY THE BIGGEST PRICE I HAVE EVER PAID FOR A PICTURE AND WILL GIVE IT A TWO WEEKS SHOWING IN MY BLUE MOUSE THEATRE WHICH I CONSIDER IT DESERVES
JOHN HAMRICK
622P

---

## UNITED ARTISTS CORPORATION

MARY PICKFORD · CHARLIE CHAPLIN
DOUGLAS FAIRBANKS · D.W. GRIFFITH
HIRAM ABRAMS, PRESIDENT

# New York says:

# MARY PICKFORD'S

*new picture*

# "THROUGH THE BACK DOOR"

Direction by Alfred E. Green
and Jack Pickford
Scenario by Marion Fairfax
Photography by Charles Rosher

UNITED ARTISTS CORPORATION

MARY PICKFORD CHARLIE CHAPLIN
DOUGLAS FAIRBANKS D. W. GRIFFITH
HIRAM ABRAMS, PRESIDENT

"The picture is a prize one and utterly delightful."

—*Daily News*

"Simply storms one's affections through every entrance."

—*The Sun*

"At her best—as if she had been touched with a fairy wand of perennial girlhood."

—*Evening Journal*

"Her popularity greater than ever."

—*Evening Telegram*

"Has never done better work than she displayed in 'Through the Back Door'."

—*Evening Mail*

"The type of picture Miss Pickford has been so greatly loved for."

—*New York American*

"She is as altogether delightful and persuasive as ever."

—*New York Times*

"Another of her delightful and wholly irresistible impersonations . . . she has never looked so pretty."

—*New York Herald*

*- and so does all the rest of the country !*

*EXHIBITORS' REPORTS ON NEW RELEASES*

# What the Big Houses Say

*EARLY RETURNS FROM WEEK RUN THEATERS*

Did you see these Exhibitor reports on MARY PICKFORD'S new Picture "Through the Back Door" in the Motion Picture News last week?

### *UNITED ARTISTS*

***Through the Back Door—***

Great. Best thing from Pickford so far. Business fair at beginning of week, but picked up and held it over for entire week, though only booked for three days. (East.)

Picture liked by all. We shall hold it over for another week. (East.)

A typical Mary Pickford picture which gave the audiences what they came for. Pleasing, entertaining and full of genuine humor. Good house all week. (Middle West.)

Still going well on second week of run. Patrons seem pleased with picture. (West.)

***Dream Street—***

Great. Wonderful attraction. Capacity houses at advanced admission prices. A photoplay treat. (Middle West.)

# SAM HARDING SAYS:

LIBERTY THEATRE
TEMPLE OF MOTION PICTURE
1104-6 MAIN ST.
KANSAS CITY, MO.
SAMUEL HARDING, MANAGING DIRECTOR
DAVE H. HARDING, SECY. & TREAS.

May 26, 1921.

Mr. T. Y. Henry,
United Artists Corporation,
7th Floor Film Bldg.,
CITY.

Dear Mr. Henry:--

I want to take this opportunity of expressing my satisfaction at the phenomenal business being done this week by Mary Pickford in "THROUGH THE BACK DOOR".

I personally recommended the picture to the public over my own signature, something that I very rarely do. I told my patrons that I consider it Mary Pickford's best picture, and they believed me and came to see it. Then they went out and sent their friends. I haven't heard a single criticism among them. I believe that when I said it was her best, I was expressing the opinion of my patrons, for I have heard many of them say the same thing.

This week we have had the hottest weather of the year, but I am glad to say that our business, in spite of the intense heat, has far exceeded my expectations, and I am sure had the weather conditions been normal, we would have broken our house record.

Very sincerely yours,

Sam Harding

# MARY PICKFORD'S

*new picture*

# "THROUGH THE BACK DOOR"

Direction by Jack Pickford and Alfred E. Green

Scenario by Marion Fairfax · Photography by Charles Rosher

## UNITED ARTISTS CORPORATION

MARY PICKFORD · CHARLIE CHAPLIN · DOUGLAS FAIRBANKS · D. W. GRIFFITH

HIRAM ABRAMS · PRESIDENT

THE PICTURE THAT BRINGS LAUGHTER AND HAPPINESS TO AUDIENCES IS THE PICTURE THAT MAKES MONEY FOR THE THEATRE OWNER...

THAT IS WHY

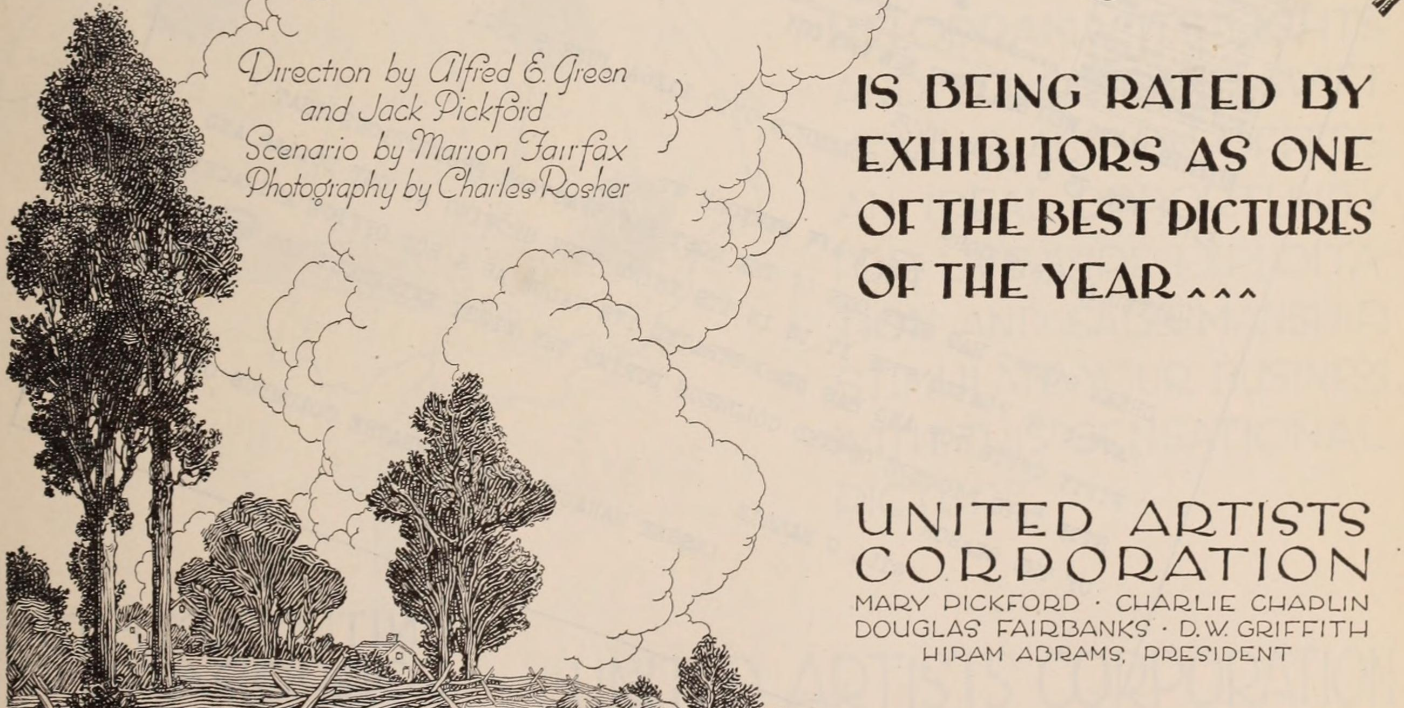
# MARY PICKFORD'S

*newest picture*

# "THROUGH THE BACK DOOR"

*Direction by Alfred E. Green and Jack Pickford*
*Scenario by Marion Fairfax*
*Photography by Charles Rosher*

IS BEING RATED BY EXHIBITORS AS ONE OF THE BEST PICTURES OF THE YEAR...



UNITED ARTISTS CORPORATION

MARY PICKFORD · CHARLIE CHAPLIN
DOUGLAS FAIRBANKS · D. W. GRIFFITH
HIRAM ABRAMS, PRESIDENT

*One of the most exquisite creations the screen or stage — or the entire art world itself — has ever seen*

# MARY PICKFORD

in

# "Little Lord Fauntleroy"

*A picture that will ever delight lovers of things beautiful. From Frances Hodgson Burnett's famous story*

SCENARIO BY BERNARD McCONVILLE
PHOTOGRAPHY BY CHARLES ROSHER
DIRECTION BY JACK PICKFORD AND ALFRED E. GREEN

## UNITED ARTISTS CORPORATION

MARY PICKFORD — CHARLIE CHAPLIN
DOUGLAS FAIRBANKS — D. W. GRIFFITH
HIRAM ABRAMS PRESIDENT

# A TRIUMPH!

"The picture is really finer in some respects than you are likely to anticipate. If you love the story and Miss Pickford, too,—well you are almost sure to have a perfectly beautiful evening, or afternoon, at the theatre."

**New York Times.**

"Whether children still read 'Little Lord Fauntleroy' or not, they very obviously still adore Mary Pickford. This picture is very nearly all Mary, for she plays not only the infant prodigy himself, but the invincible Dearest. She does this in a most extraordinary series of double exposure scenes."

**Alison Smith in the New York Globe.**

"It would be difficult to decide in which she does her best work. As the little Lord she is, of course, the romping Mary of old, curls and all. It would be difficult to imagine anyone playing the role of the mother with more gracious sweetness and gentleness than Miss Pickford puts into this part."

**New York Evening Mail.**

**—and there are others!**

So numerous have the splendid newspaper reviews been that only a few can be reproduced here. Others will be found in the current issues of Exhibitors Herald, Exhibitors Trade Review, Motion Picture News, and Wid's Daily (Sunday issue).

# MARY PICKFORD

in

## "Little Lord Fauntleroy"

*from* FRANCES HODGSON BURNETT'S *famous story*

SCENARIO BY BERNARD McCONVILLE
PHOTOGRAPHY BY CHARLES ROSHER
DIRECTION BY ALFRED E. GREEN & JACK PICKFORD

UNITED ARTISTS CORPORATION
MARY PICKFORD CHARLIE CHAPLIN
DOUGLAS FAIRBANKS D. W. GRIFFITH
HIRAM ABRAMS PRESIDENT

Wid's DAILY

Sunday, September 18, 1921 — 3

## "Our Mary" and "Little Lord Fauntleroy"—Beat This as a Combination If You Can

Mary Pickford in
"LITTLE LORD FAUNTLEROY"
United Artists

DIRECTORS ..... Jack Pickford and Alfred E. Green
AUTHOR ..... Frances Hodgson Burnett
SCENARIO BY ..... Bernard McConville
CAMERAMAN ..... Charles Rosher
AS A WHOLE ..... A triumph for Mary. Slow at times, but charming. Great for children—of all ages, including grown-ups
STORY ..... An American-born son of English peer whose charm makes all love him
DIRECTION ..... Allowed earlier portion to drag, but finishes strong.
PHOTOGRAPHY ..... Probably the finest double exposures in the history of the industry
LIGHTINGS ..... Splendid. Mary, as usual, perfectly lit. But all through lightings were unusually fine
STAR ..... You know Mary. She's too sweetly pretty as a boy, but they will love her just the same
SUPPORT ..... Uniformly fine. Claude Gillingwater gives a magnificent performance, but Kate Price and Joseph Dowling are good and Francis Marion has a bit
EXTERIORS ..... Some splendid locations and good street stuff of old-time New York
INTERIORS ..... Some of the finest sets ever built. Make you think they were rooms in an old castle. A real triumph
DETAIL ..... Sometimes overdone
CHARACTER OF STORY ..... The house that can't show this should close up
LENGTH OF PRODUCTION ..... 9,986 feet

Well, Mary's gone and done it again. Just made herself another great picture. Which will live for a lot of years because it can be played time and time again, year after year, and not grow stale. Because there will always be a lot of children growing up and a lot of the grown-ups will always like it.

Of course, "Little Lord Fauntleroy" is sweetly sentimental. It couldn't be anything else. And at times, in the earlier portion, in planting the atmosphere and characters of New York life years ago, it drags. Or maybe this is because there is so much atmosphere and characterization and so little action. But from when Cedric meets the grouchy old Earl things begin to happen, and the last three reels are strong enough to redeem the earlier weaknesses. They surely are fine. You see a great performance by Claude Gillingwater, and a great scrap between Mary and Francis Marion. Francis also is a boy. And they scrap all over the place until Francis apologizes for what she said of the old Earl. You see everything end happily and go out feeling a little kinder to humanity; a little better for having seen Fauntleroy and glad that you aren't too grown up to still love it. And they'll feel this way whether they are ten or twenty, thirty or forty, fifty or sixty. Men and women are but boys and girls grown up.

Mary isn't the perfect boy. She's too sweet and pretty. But she gets away with it to those who love her—and there are millions who do—and she shows she can handle a mother's part as "Dearest" Cedric's mother. She's always Mary, but always cloyingly sweet and true to the character. Doug has shown her how to swagger. And in velvet clothes she is adorable as the little lord.

There are a number of fine sequences, notably where she brings all the poor children to the castle to dine, her fight with Francis Marion, and when she allows the Earl to use her shoulder as a prop, and takes him to the lining hall will get a roar. Claude Gillingwater gives the real performance of the production as the grouchy old Earl. And how Rosher has photographed him near the finish!

All the way the photography is fine. The double exposures are the very finest that have ever been made in the history of the business. A double is used occasionally by virtue of necessity. But when Mary kisses herself as Dearest, and hugs herself, and when both characters walk off together, one ahead of the other—well—it's almost uncanny. Hats off to Rosher.

The chief set, showing the interiors of the Dorincourt castle, are a marvel and delight to the eye. They are magnificent and must have cost a fortune.

### This One Spells Dollars, Dollars and Yet Some More Dollars

Box Office Analysis for the Exhibitor

You know what Mary can do for you, don't you? You know better than anyone else. Well, in "Little Lord Fauntleroy" she will pretty nearly eclipse what she has done because there a[...]ds who remember Mrs. Burnett's book[...]" the little Lord, who with his gal[...]s made all who came near him ad[...]
What between the[...]sn't much left. You need no more. If they won't come in to see this combination they won't come. That's all there's to it.

If you feel you must talk about something, use the double exposure stuff. You can say it is the most wonderful that has ever been attempted, and that they will think there are two people working. It's great stuff.

# BOOK IT NOW!

# MARY PICKFORD

in

# "Little Lord Fauntleroy"

*from* FRANCES HODGSON BURNETT'S *famous story*

SCENARIO BY BERNARD McCONVILLE
PHOTOGRAPHY BY CHARLES ROSHER
DIRECTION BY JACK PICKFORD AND ALFRED E. GREEN

UNITED ARTISTS CORPORATION
MARY PICKFORD CHARLIE CHAPLIN
DOUGLAS FAIRBANKS D. W. GRIFFITH
HIRAM ABRAMS PRESIDENT

THERE is never a lack of patrons for the *best*,—and that is just what the UNITED ARTISTS CORP. have to offer in the latest Mary Pickford production "Little Lord Fauntleroy." It is the best in every detail of its making,—the acting,—the story,—the settings and the direction. And the same superlative applies in equal measure to the posters,—every one of which is a RITCHEY poster.

The twenty-four sheet from the set is reproduced above.

**RITCHEY LITHO. CORP.**

**406-426 W. 31st St.** **Phone Chelsea 8388**

THE GREATEST ORGANIZATION OF POSTER ARTISTS AND POSTER PRINTERS IN THE WORLD

Ritchey

# Mary Pickford

in

# "Little Lord Fauntleroy"

*from* FRANCES HODGSON BURNETT'S *famous story*

SCENARIO BY BERNARD McCONVILLE
PHOTOGRAPHY BY CHARLES ROSHER
DIRECTION BY ALFRED E. GREEN AND
JACK PICKFORD

A PICTURE THAT IS ALL HEART-PULSING WITH MOTHER LOVE, SWEET AS THE FAITH OF CHILDHOOD – AN APPEAL THAT NO AGE OR CLASS CAN RESIST

UNITED ARTISTS CORPORATION

MARY PICKFORD · CHARLIE CHAPLIN · DOUGLAS FAIRBANKS · D. W. GRIFFITH

HIRAM ABRAMS PRESIDENT

*One of the most exquisite creations the screen or stage — or the entire art world itself — has ever seen*

# MARY PICKFORD

in

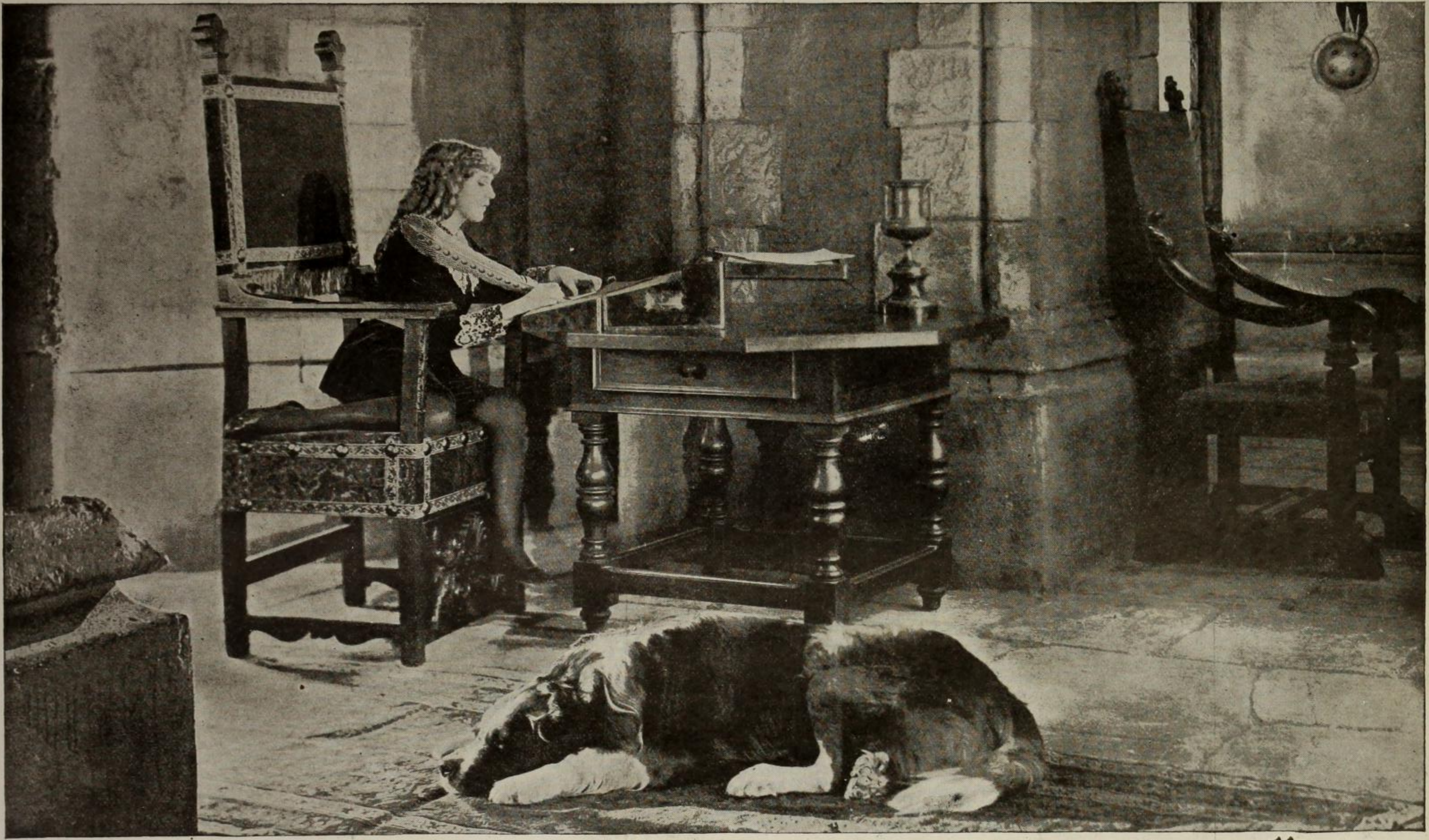
# "Little Lord Fauntleroy"

*A picture that will ever delight lovers of things beautiful. From Frances Hodgson Burnett's famous story*

SCENARIO BY BERNARD McCONVILLE
PHOTOGRAPHY BY CHARLES ROSHER
DIRECTION BY JACK PICKFORD AND ALFRED E. GREEN

## UNITED ARTISTS CORPORATION

MARY PICKFORD · CHARLIE CHAPLIN
DOUGLAS FAIRBANKS · D. W. GRIFFITH
HIRAM ABRAMS PRESIDENT



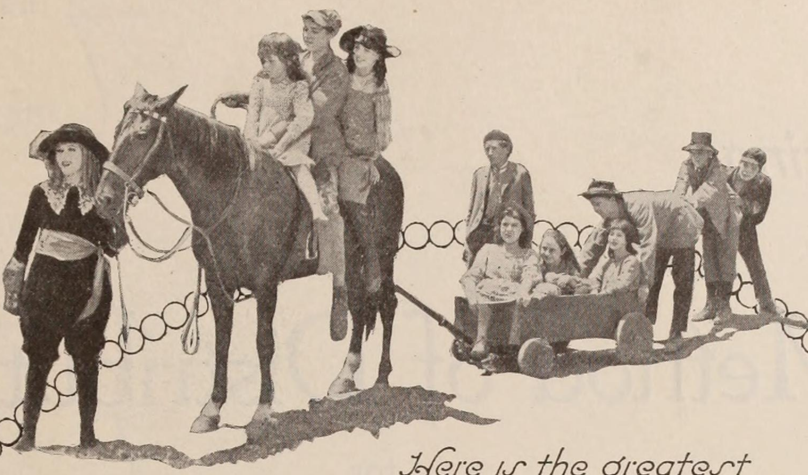
Mary Pickford in "Little Lord Fauntleroy"

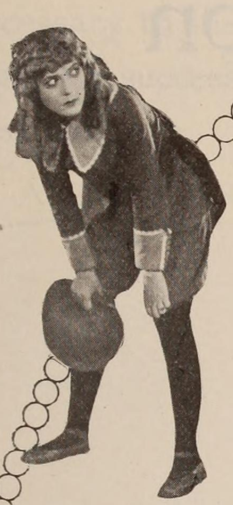
from FRANCES HODGSON BURNETT'S famous story

SCENARIO BY BERNARD McCONVILLE PHOTOGRAPHY BY CHARLES ROSHER

DIRECTION BY ALFRED E. GREEN AND JACK PICKFORD

This wonderful production is now booking at all UNITED ARTISTS CORPORATION offices





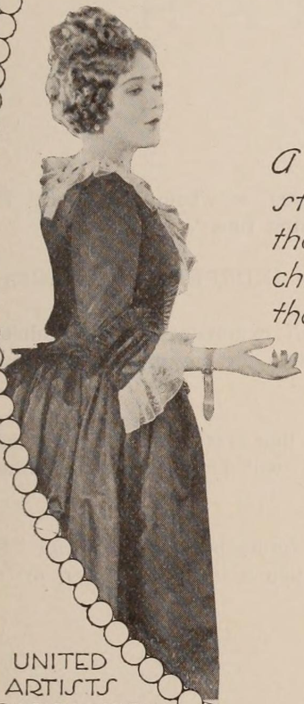
*Here is the greatest*

# MARY PICKFORD

*picture ever released*

# *"Little Lord Fauntleroy"*

*A book that has delighted millions, a story that lives in the memory of all the men and women who were yesterday's children, made into a glorious film for the joy of young and old the world over*



FROM FRANCES HODGSON BURNETT'S FAMOUS STORY

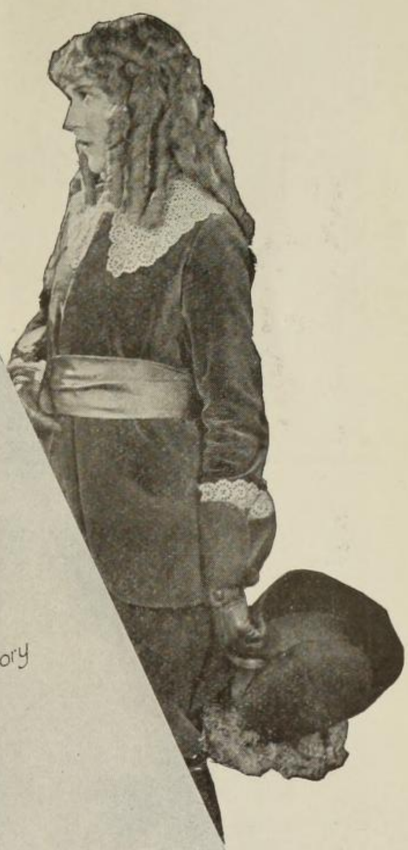
SCENARIO BY BERNARD McCONVILLE
PHOTOGRAPHY BY CHARLES ROSHER
DIRECTION BY JACK PICKFORD AND ALFRED E. GREEN

UNITED ARTISTS CORPORATION

MARY PICKFORD
CHARLIE CHAPLIN
DOUGLAS FAIRBANKS
D. W. GRIFFITH

HIRAM ABRAMS, PRESIDENT

*Mary Pickford as "Dearest" and Cedric ~ the perfect dual role*



# MARY PICKFORD

in

# "Little Lord Fauntleroy"

from FRANCES HODGSON BURNETT'S famous story

SCENARIO BY BERNARD McCONVILLE
PHOTOGRAPHY BY CHARLES ROSHER
DIRECTION BY ALFRED E. GREEN & JACK PICKFORD

*A story of mother-love and sacrifice; based on the famous book millions have read and that appeals to youth and age alike; a sweetly dignified mother and an impudently rollicking but courageously real boy; a dual devotion that brings tears and smiles; a picture that delights and thrills*

UNITED ARTISTS CORPORATION

MARY PICKFORD
CHARLIE CHAPLIN
DOUGLAS FAIRBANKS
D. W. GRIFFITH

HIRAM ABRAMS, PRESIDENT

# MARY PICKFORD

in

## *"Little Lord Fauntleroy"*

*from*
FRANCES HODGSON BURNETT'S
*famous story*

THE WORLD'S BEST-LOVED ACTRESS IN THE BEST-LOVED STORY OF A FAMOUS WRITER; MISS PICKFORD'S GREATEST PHOTOPLAY IN WHICH SHE DOES HER GREATEST WORK IN A DUAL ROLE

SCENARIO BY BERNARD McCONVILLE
PHOTOGRAPHY BY CHARLES ROSHER
DIRECTION BY JACK PICKFORD AND ALFRED E. GREEN

UNITED ARTISTS CORPORATION
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DOUGLAS FAIRBANKS D. W. GRIFFITH
HIRAM ABRAMS, PRESIDENT

# MARY PICKFORD

*in*

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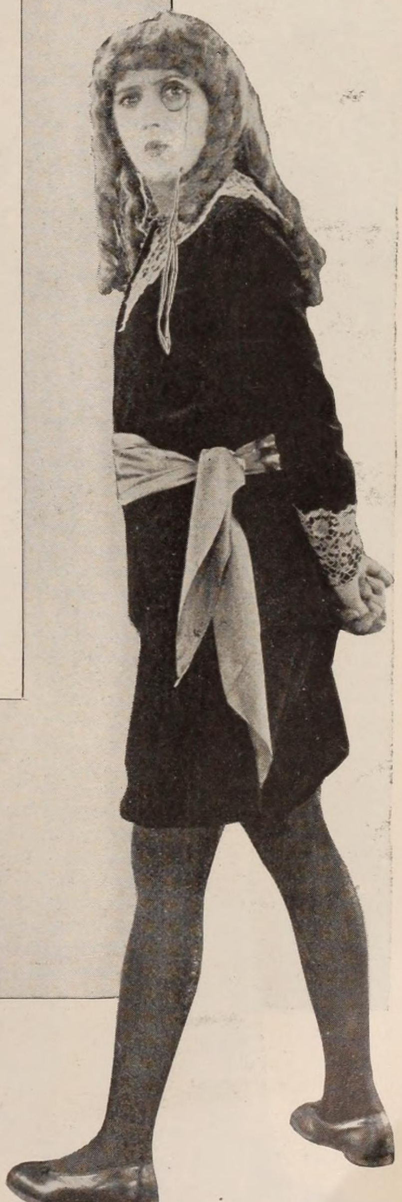
UNITED ARTISTS CORPORATION

MARY PICKFORD    CHARLIE CHAPLIN
DOUGLAS FAIRBANKS    D. W. GRIFFITH
HIRAM ABRAMS PRESIDENT

THE WORLD'S MOST POPULAR ACTRESS IN AMERICA'S MOST POPULAR STORY. EACH LOVED BY ALL FROM FIVE TO EIGHTY-FIVE



*A supreme portrayal of mother-love and rollicking childhood ~ a famous story and the perfect dual role ~*

# MARY PICKFORD

in

# *"Little Lord Fauntleroy"*

*from*

FRANCES HODGSON BURNETT'S

*famous story*

SCENARIO BY BERNARD McCONVILLE
PHOTOGRAPHY BY CHARLES ROSHER
DIRECTION BY ALFRED E. GREEN & JACK PICKFORD

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HIRAM ABRAMS PRESIDENT

# MARY PICKFORD

in

## "Little Lord Fauntleroy"

*from*
FRANCES HODGSON BURNETT'S
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UNITED ARTISTS CORPORATION
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DOUGLAS FAIRBANKS D. W. GRIFFITH
HIRAM ABRAMS PRESIDENT

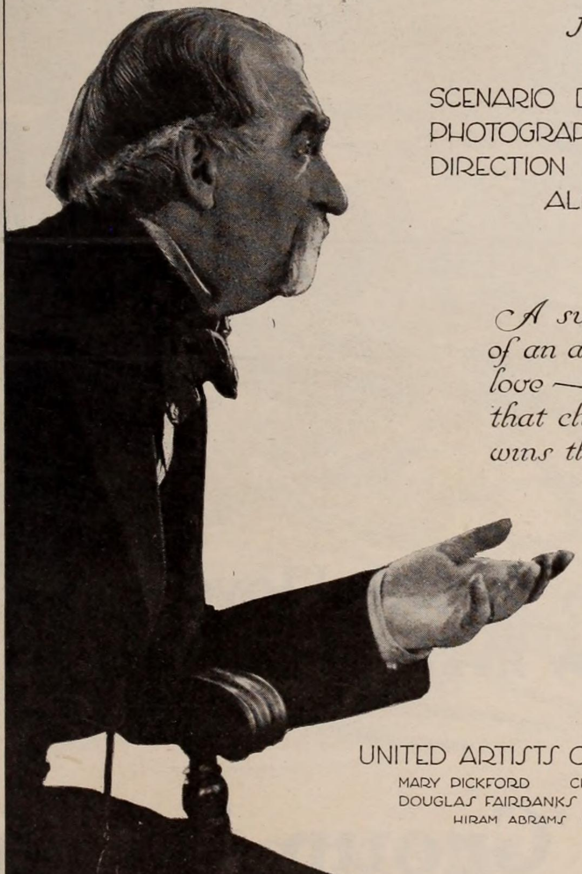
*An artistic dual role ~ a sweetly dignified mother and a real boy*

# MARY PICKFORD

*in*

# *"Little Lord Fauntleroy"*

*from*
FRANCES HODGSON BURNETT'S
*famous story*



SCENARIO BY BERNARD McCONVILLE
PHOTOGRAPHY BY CHARLES ROSHER
DIRECTION BY JACK PICKFORD AND
ALFRED E GREEN

*A supreme picturization of an all-sacrifing mother-love — the perfect dual role that charms — a boy who wins the hearts of all*

UNITED ARTISTS CORPORATION
MARY PICKFORD CHARLIE CHAPLIN
DOUGLAS FAIRBANKS D. W. GRIFFITH
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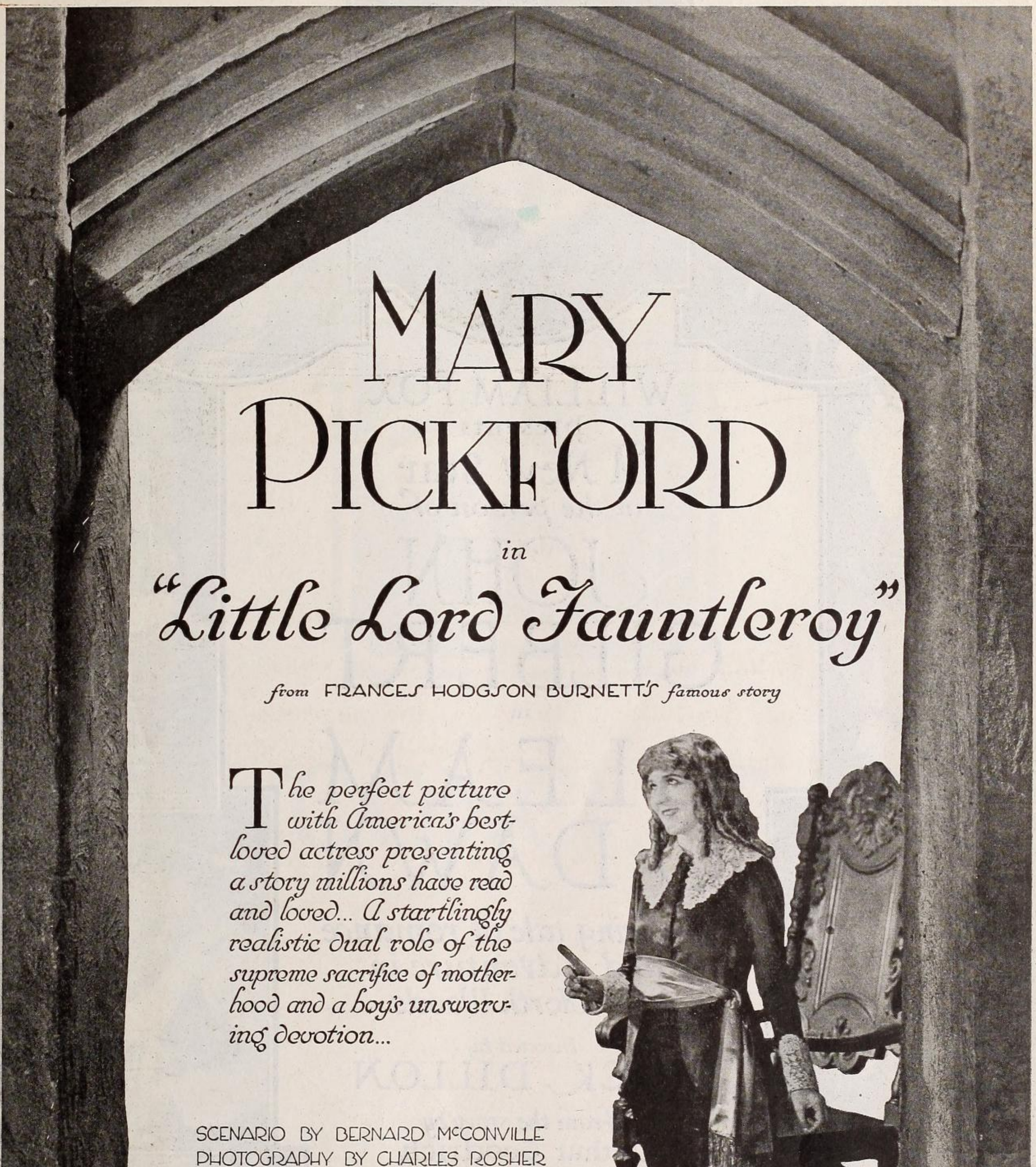
PHOTO BY STRAUSS-PEYTON


MARY
PICKFORD
in
"Little Lord Fauntleroy"
from FRANCES HODGSON BURNETT'S famous story
The perfect picture with America's best-loved actress presenting a story millions have read and loved... A startlingly realistic dual role of the supreme sacrifice of motherhood and a boy's unswerving devotion...
SCENARIO BY BERNARD McCONVILLE
PHOTOGRAPHY BY CHARLES ROSHER
DIRECTION BY JACK PICKFORD AND ALFRED E. GREEN
UNITED ARTISTS CORPORATION
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# UNITED ARTISTS ADVERTS 1922

The Re-Creation
of a Masterpiece
By the supreme artiste of
the screen
Made to meet the demands
of a public of today
Made under the vast photo-
play improvements of today
MARY PICKFORD
in
"Tess of the Storm Country"
From the novel by Grace Miller White
and its dramatization by Rupert Hughes
By arrangement with Adolph Zukor
Direction by John S Robertson
Photography by Charles Rosher
UNITED ARTISTS CORPORATION
MARY PICKFORD · CHARLIE CHAPLIN · DOUGLAS FAIRBANKS · D. W. GRIFFITH
HIRAM ABRAMS, PRESIDENT

# MARY PICKFORD

in

# "Tess of the Storm Country"

From the novel by Grace Miller White
By arrangement with Adolph Zukor
Direction by John S. Robertson
Photography by Charles Rosher

## The Picture 50,000,000 Are Waiting to See

Mary Pickford with her famous curls in a new 1922 version of her greatest early screen triumph, "Tess of the Storm Country," a portrayal that lifted this supreme artiste to the very peak of popular approval.

Mary Pickford as a girl again—as the lovable Tess who has brought glad tears and joyous smiles to millions.

Mary Pickford in rags and tatters and rubber boots—but always smiling her impish child smile, always shaking her golden curls.

## Book This Picture Early for Your Share of the 50,000,000

Released by
UNITED ARTISTS CORPORATION
MARY PICKFORD CHARLIE CHAPLIN
DOUGLAS FAIRBANKS D. W. GRIFFITH
HIRAM ABRAMS, PRESIDENT

A New Masterpiece
By a Supreme Artiste
A flawless photoplay gem in a new and flawless setting —Such is Mary Pickford's just completed 1922 reproduction of
"Tess of the Storm Country"
Famous screen classic in which she made her early cinema triumph. As a great diamond glitters in a new mounting so does this photoplay gem stand supreme in the new setting given it by this peerless artiste.
A Marvellous Picture
Wondrously made—A picture so much greater than the original as to beggar description and defy comparison—A picture of such stupendous attraction that millions will clamor to see it—A more beautiful Tess by a more beautiful Mary Pickford—A picture for the grownups and the children, for every man and every woman—A picture all the world will love—A superb screen gem in an entirely new setting.
Millions Are Waiting to See
This New Masterpiece
At Your Theatres
The Crowning Achievement
of Mary Pickford's Career
MARY PICKFORD
in
"Tess of the Storm Country"
From the novel by Grace Miller White
By arrangement with Adolph Zukor
Direction by John S. Robertson
Photography by Charles Rosher
UNITED ARTISTS CORPORATION
MARY PICKFORD · CHARLIE CHAPLIN · DOUGLAS FAIRBANKS · D. W. GRIFFITH
HIRAM ABRAMS, PRESIDENT

***"The World's Sweetheart" in a Brand New Version of a World Classic All the World Loves***

Mary Pickford's entirely new and just completed 1922 production of

## *"Tess of the Storm Country"*

Now ready for booking—A picture that fascinates by its simplicity; captivates by its beauty; enthralls by its countless marvels.

### *The Beautiful Mary Pickford*

More beautiful than ever with the sunny curls and tawdry tatters, the rougish smile, quaint impudence and splendid faith of the inimitable Tess.

### *A New Tess in a New Picture*

A picture so gripping that it hurts; so superb that it awes; so marvellous that it leaves one breathless.

### *The Crowning Achievement of Mary Pickford's Career*

# MARY PICKFORD

in

# *"Tess of the Storm Country"*

*From the novel by Grace Miller White*
*By arrangement with Adolph Zukor*
*Direction by John S. Robertson*
*Photography by Charles Rosher*

UNITED ARTISTS CORPORATION
MARY PICKFORD · CHARLIE CHAPLIN · DOUGLAS FAIRBANKS · D. W. GRIFFITH
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in

# "Tess of the Storm Country"

*From the novel by Grace Miller White*
*By arrangement with Adolph Zukor*
*Direction by John S. Robertson*
*Photography by Charles Rosher*

## The Crowning Achievement of Mary Pickford's Career

### *A Marvelous Picture For New Generations*

The re-creation of a masterpiece for an entirely new public. Such is Mary Pickford's wholly new and just completed 1922 production of

### *"Tess of The Storm Country"*

As new as it is beautiful; as beautiful as it is appealing; more appealing to all classes than any photoplay ever made by "The World's Sweetheart."

### *A Gorgeous Cinema Epic*

Powerful in its simplicity, tremendous in its human emotion, superb in its love story, with a supreme portrayal by the screen's foremost artiste of the incomparable Tess.

### *Million Want to See*

This new "Tess of the Storm Country" produced under such vast improvements in photoplay-making as to bar all comparison with the original.

### *A Brand New Picture For a Brand New Public*

UNITED ARTISTS CORPORATION

MARY PICKFORD — CHARLIE CHAPLIN
DOUGLAS FAIRBANKS — D. W. GRIFFITH

HIRAM ABRAMS PRESIDENT

## The Crowning Achievement of Mary Pickford's Career

### A 100 Per Cent New Picture For a 100 Per Cent New Public

Such is Mary Pickford's just completed 1922 reproduction of that famous cinema classic

### "Tess of the Storm Country",

An entirely new photoplay. Not a re-issue, nor a revival, nor a revamped picture. But a brand new production of a notable screen favorite for a

### New Generation of Millions

And for those other millions who have become movie fans in the last two or three years because of the marked improvements in photoplay-making.

### Thousands of New Theatres

Have never played the original production for these new audiences. Here is the golden opportunity. A new and vastly more beautiful "Tess of the Storm Country."

### A Marvellous New Picture For a Tremendous New Public

UNITED ARTISTS CORPORATION
MARY PICKFORD
CHARLIE CHAPLIN
DOUGLAS FAIRBANKS
D. W. GRIFFITH
HIRAM ABRAMS, PRESIDENT

# MARY PICKFORD

in

# "Tess of the Storm Country"

*From the novel by Grace Miller White*
*By arrangement with Adolph Zukor*
*Direction by John S. Robertson*
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in

# "Tess of the Storm Country"

*From the novel by Grace Miller White*
*By arrangement with Adolph Zukor*
*Direction by John S. Robertson*
*Photography by Charles Rosher*

### *Not a Re-Issue or a Revival*
### *But a Wondrous New Picture*

For new generations numbering millions—Mary Pickford's just completed 1922 production of the famous screen gem

### *"Tess of the Storm Country"*

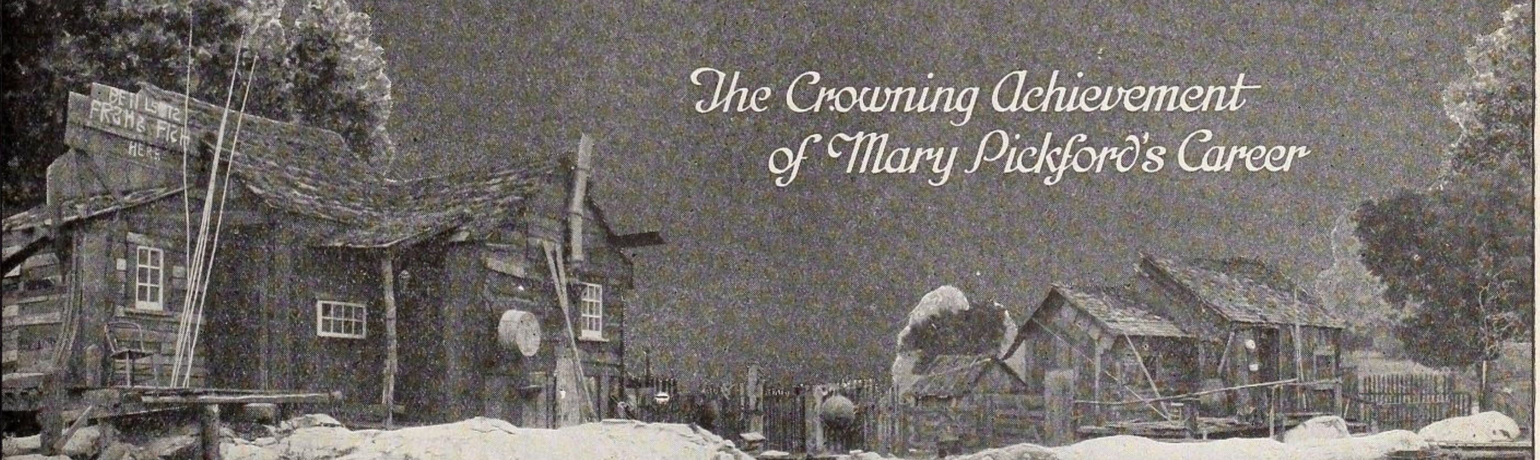
A brand new picture for a brand new public made under to-day's vast improvements in cinema production. Not an old scene or a foot of old negative in all its reels.

### *As New As It Is Flawless*

Wonderful in its beauty; splendid in its photography; perfect in its direction; appealing as to story; supreme in its artistry—Mary Pickford at her superb best.

### *A Marvellous New Photoplay*
### *None of Your Patrons Has Seen*

*The Crowning Achievement*
*of Mary Pickford's Career*



UNITED ARTISTS CORPORATION

MARY PICKFORD · CHARLIE CHAPLIN · DOUGLAS FAIRBANKS · D. W. GRIFFITH

HIRAM ABRAMS PRESIDENT

# The Crowning Achievement of Mary Pickford's Career

"The new 'Tess of the Storm Country' is the greatest picture Mary Pickford has ever made. It is more than that. It is one of the great pictures of motion picture history. It is the high water mark of the star's career. Miss Pickford seems the incarnation of eternal youth. She is wonderfully and profoundly satisfying."—N. Y. Evening Mail.

"Mary Pickford's re-creation of 'Tess of the Storm Country' surpasses infinitely most movies that are now in their first blush. It seems by far the best picture ever turned out by a film actress. For an extremely adroit fusion of comedy, pathos and melodrama it has all the other feminine pictures sinking for the third time. You will enjoy this picture."—N. Y. Sun.

'Tess of the Storm Country' is an excellent film, and one that cannot fail to please and entertain any audience. Your beloved Mary is there, charming as ever."—N. Y. Daily News.

"Miss Pickford is as winsome as ever in 'Tess of the Storm Country'—the last word in charm and attractiveness. Improved methods of filming have brought the new version up to the best standards of today."—N. Y. American.

" 'Tess of the Storm Country' is unquestionably a success. It is sure to be a highly profitable production. Miss Pickford herself is splendid."—N. Y. Herald.

" 'Tess of the Storm Country' was and Is the best thing Mary Pickford has ever done. Miss Pickford in her latest edition of the famous picture, far outshines the Mary Pickford of eight years ago. And that is the highest praise we can give."—N. Y. Evening World.

"The unusual Mary Pickford makes this an unusual picture. She is perfectly beautiful."—N. Y. Tribune.

"Mary Pickford makes 'Tess' real, for Miss Pickford acts. She scampers and skips in her old familiar way, but she also acts. She has intensely human moments. Her pantomime is subtle and finished."—N. Y. Times

"Miss Pickford probably has never acted a part more beautiful than she acts this one. The element of suspense is played upon with great effect and the plot so arranged as to arouse the utmost interest."—N. Y. World.

"Mary Pickford's beauty never has appeared softer or lovelier. The photography is superb. The direction ranks among the best. The production is splendidly cast. And Miss Pickford's characterization of the wild, madcap, tender-hearted squatter girl has been beautifully accentuated."—Morning Telegraph.

"The story of 'Tess of the Storm Country'. is the kind of mixture of pathos, humor, drama and sentimentality which Mary Pickford always fits into perfectly."—N. Y. Call.

"Mary Pickford never has had, and probably never will have again so excellent a vehicle as 'Tess of the Storm Country' for the exploitation of her natural and dramatic talents. She, herself, was as effective as ever. She appeared more like seventeen than she did five or six years ago."—N. Y. Globe.

"The re-created 'Tess of the Storm Country is the finest achievement of Mary Pickford's career. The story is closely knit and the pictures as they melt before the eye, are rich in atmosphere and beauty."—Evening Telegram.

"Mary Pickford has a new success to her credit. One loves Tess for her sweet simplicity and unspoiled faith as much as for her spirit and spunk when viciousness peers in the window and villainy stalks through the door."—N. Y. Evening Journal.

MARY PICKFORD

in

"Tess of the Storm Country"

*From the novel by Grace Miller White*
*By arrangement with Adolph Zukor*
*Direction by John S Robertson*
*Photography by Charles Rosher*

UNITED ARTISTS CORPORATION

MARY PICKFORD — CHARLIE CHAPLIN
DOUGLAS FAIRBANKS — D. W. GRIFFITH
HIRAM ABRAMS, PRESIDENT

## Public, Critics and Trade Press All Praise Mary Pickford's New "Tess of the Storm Country"

Everything said about this re-creation by Miss Pickford of her famous screen masterpiece—a brand new production from beginning to end—has been backed up by audience and reviewer.

Held over for a second big week by popular demand at the Mark Strand Theatre, New York and playing day and date to capacity on Broadway and at the Brooklyn Mark Strand.

"A picture that will please all classes of theatregoers and draw an abundance of coin to the box-office."—Moving Picture World.

"As a commercial proposition its future is dazzling. Ought to play to packed houses and reap golden harvests."—Trade Review.

"Should draw in all kinds of houses."—Motion Picture News.

"Is going to get you more money than any picture Mary Pickford has made for sometime."—Film Daily. And adds:—

***"Make All the Promises You Want To."***

*The Crowning Achievement of Mary Pickford's Career*

UNITED ARTISTS CORPORATION
MARY PICKFORD
CHARLIE CHAPLIN
DOUGLAS FAIRBANKS
D. W. GRIFFITH
HIRAM ABRAMS, PRESIDENT

# MARY PICKFORD

*in*

## "Tess of the Storm Country"

*From the novel by Grace Miller White*
*By arrangement with Adolph Zukor*
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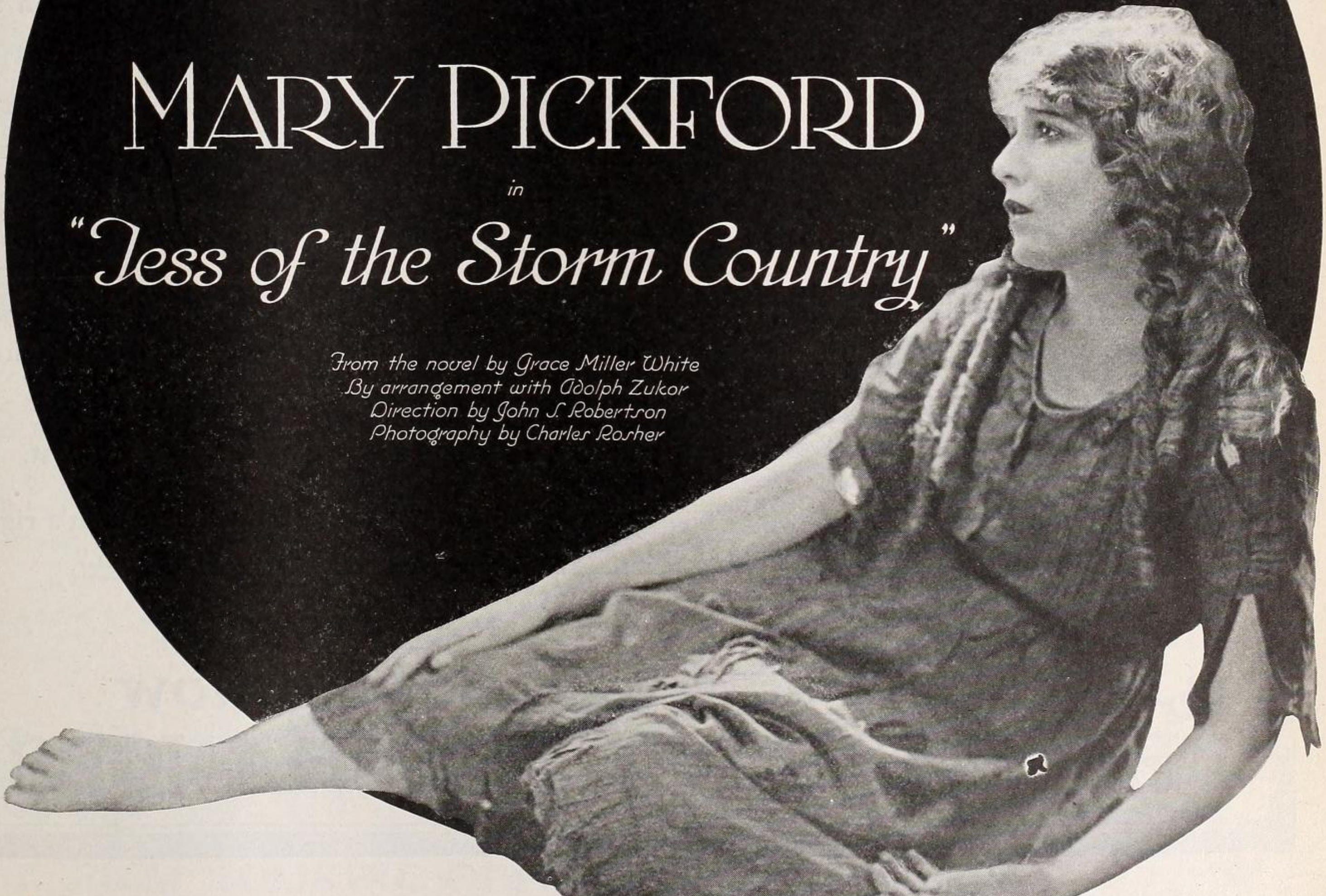

# MARY PICKFORD'S NEW "TESS" WILL DO THE SAME FOR YOU!

WESTERN UNION TELEGRAM

NEWCOMB CARLTON, PRESIDENT — GEORGE W. E. ATKINS, FIRST VICE-PRESIDENT

Form 1204

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| Night Message | Nite |
| Night Letter | N L |

If none of these three symbols appears after the check (number of words) this is a telegram. Otherwise its character is indicated by the symbol appearing after the check.

RECEIVED AT

21 FY FFQ 61 3 EXTRA BX CHICAGO ILL 1202P DEC 27 1922

HIRAM ABRAMS UNITED ARTISTS CORP 729 SEVENTH AVE NEWYORK NY

CHICAGO ACCLAIMS MARY PICKFORD IN TESS OF THE STORM COUNTRY THE PEAK OF HER REMARKABLE CAREER STOP GENEVIEVE HARRIS IN THE EVENING POST SAYS YOU MUST SEE THE NEW TESS OF THE STORM COUNTRY WHETHER OR NOT YOU SAW THE FIRST VERSION STOP CHICAGO SEEMINGLY IS DOING WHAT SHE SAYS STOP BUSINESS AT THE ROOSEVELT THEATRE IS GREAT

BALABAN AND KATZ BY MAX BALABAN

156P

UNITED ARTISTS CORPORATION

MARY PICKFORD · CHARLIE CHAPLIN · DOUGLAS FAIRBANKS · D. W. GRIFFITH

HIRAM ABRAMS, PRESIDENT

# UNITED ARTISTS ADVERTS 1923

# MARY PICKFORD

in

# "Rosita"

*A Spanish Romance*

with HOLBROOK BLINN

*Adapted by Edward Knoblock*

*Story by Norbert Falk*

*Photography by Charles Rosher*

*An* ERNST LUBITSCH PRODUCTION

## NOW BOOKING

UNITED ARTISTS CORPORATION

*Mary Pickford* — *Charles Chaplin*

*Douglas Fairbanks* — *D. W. Griffith*

*Hiram Abrams, President*

***"Best Picture"***

"'Rosita' is Mary Pickford's new and best picture. You will wait a long time before you see a better photoplay. There is not a single dull moment in 'Rosita' and not a single incident that seems incredible."—Evening Telegram.

***"A Delight"***

"Every foot of 'Rosita' is a delight to the eye. Acting, costumes, settings and photography combine to present a glowing stream of radiant beauty."—Evening Journal.

***"No False Touch"***

"'Rosita' has pep, and flavor, and bouquet. Our Mary makes no false touch. She is tremendously accurate, and artistic. There is not a single jarring note."—N. Y. American.

***"One Of Biggest"***

"'Rosita' is one of the biggest pictures of the year. Rivals anything that has been done on the screen or stage by the greatest of actresses."—Variety.

***"Exquisite"***

"Nothing more delightful than Mary Pickford's 'Rosita' has been seen for some time. Exquisite is an adjective that fits this film. One of the most charming productions in which Miss Pickford has ever appeared."—N. Y. Times.

***"Flawless"***

"The finest thing that Mary Pickford has ever done. Is as nearly flawless as any film could be. We need more pictures like 'Rosita.'"—Morning Telegraph.

***"Perfection"***

"Perfection is attained in many directions. Miss Pickford is as wild and wicked a gamin as ever romped on any screen. An exceptionally brilliant performance."—Tribune.

***"A Cinema Treat"***

"'Rosita' is thoroughly enjoyable, and we wouldn't have missed it for worlds. The story is a gripping one, splendidly cast, directed and photographed, and is indeed a cinema treat." — Evening World.

# MARY PICKFORD

in

# "Rosita"

*A Spanish Romance*

*with* **HOLBROOK BLINN**

*Adapted by Edward Knoblock*

*Story by Norbert Falk*

*Photography by Charles Rosher*

*An* **ERNST LUBITSCH PRODUCTION**

## NOW BOOKING

**UNITED ARTISTS CORPORATION**

*Mary Pickford* — *Charles Chaplin*

*Douglas Fairbanks* — *D. W. Griffith*

*Hiram Abrams, President*

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Form 1201

| CLASS OF SERVICE | SYMBOL |
|---|---|
| Telegram | |
| Day Letter | Blue |
| Night Message | Nite |
| Night Letter | N L |

If none of these three symbols appears after the check (number of words) this is a telegram. Otherwise its character is indicated by the symbol appearing after the check.

## WESTERN UNION TELEGRAM

WESTERN UNION

NEWCOMB CARLTON, PRESIDENT — GEORGE W. E. ATKINS, FIRST VICE-PRESIDENT


| CLASS OF SERVICE | SYMBOL |
|---|---|
| Telegram | |
| Day Letter | Blue |
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**RECEIVED AT**

10FTJ 47 BLUE 3 EXTRA

CHICAGO ILL 130P NOV 5 1923

HIRAM ABRAMS

UNITED ARTISTS CORP

NEW YORK N Y

MARY PICKFORD IN ROSITA OPENED AT THE ORPHEUM THEATRE ON SATURDAY TO THE LARGEST BUSINESS IN THE HISTORY OF THE THEATRE AS THE ORPHEUM THEATRE HAS BEEN IN EXISTENCE FOR SEVENTEEN YEARS THIS IS AN ACHIEVEMENT OF WHICH MISS PICKFORD CAN BE JUSTLY PROUD

JONES LINICK AND SCHAFFER

ADOLPH LINICK

# MARY PICKFORD

in

# "Rosita"

*A Spanish Romance*

with HOLBROOK BLINN
*Adapted by Edward Knoblock*
*Story by Norbert Falk*
*Photography by Charles Rosher*
*An* ERNST LUBITSCH PRODUCTION

**NOW BOOKING**
**UNITED ARTISTS CORPORATION**
*Mary Pickford* *Charles Chaplin*
*Douglas Fairbanks* *D. W. Griffith*
*Hiram Abrams, President*

## *"A Great Picture; Appeals to All Types."*

"A great picture. A work of art. Not only a great picture but one of the great pictures of screen history. Probably the finest acting Mary Pickford has ever done. A characterization by Holbrook Blinn that will live as long as the screen lasts. Superb direction by Ernst Lubitsch. Technical perfection. And—a story. Such is 'Rosita.' Will appeal to all types of audience."—M. P. News.

# MARY PICKFORD

in

# "Rosita"

*A Spanish Romance*

with **HOLBROOK BLINN**

*Adapted by Edward Knoblock*

*Story by Norbert Falk*

*Photography by Charles Rosher*

*An* **ERNST LUBITSCH PRODUCTION**

*"Has All the Necessary Elements for Success"*

**"We claim that Mary Pickford's 'Rosita' is entitled to first honors in the parade of big pictures across the screen because of its skilful treatment, its color and background, its dash and adventure, and the fact that it is seasoned with all the necessary elements for success."—Laurence Reid, film reviewer for Classic and the Motion Picture News.**

**NOW BOOKING**

**UNITED ARTISTS CORPORATION**

*Mary Pickford* *Charles Chaplin*

*Douglas Fairbanks* *D. W. Griffith*

*Hiram Abrams, President*

# MARY PICKFORD

in

# "Rosita"

*A Spanish Romance*

with HOLBROOK BLINN

*Adapted by Edward Knoblock*

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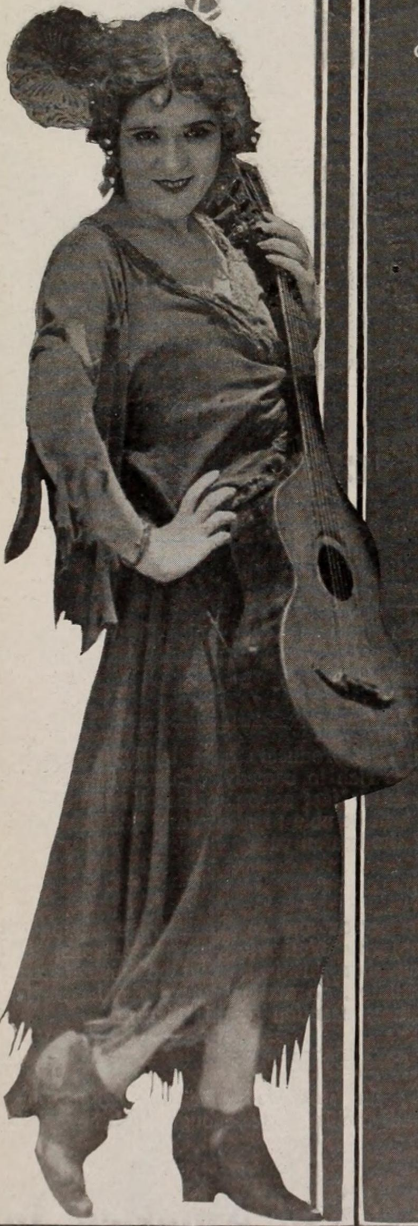

NOW BOOKING

UNITED ARTISTS CORPORATION

*Mary Pickford* — *Charles Chaplin*

*Douglas Fairbanks* — *D.W. Griffith*

*Hiram Abrams, President*

*"Pep and Flavor, No False Touch"*

"'Rosita' has pep and flavor and bouquet. It is not treacle. It is not swooningly saccharine.

"Our Mary makes no false touch. She is tremendously accurate, and artistic. There is no single jarring note. It is all perfectly admirable.

"The cast is simply uncriticisable. It had no weak spot. Holbrook Blinn is perfection.

"'Rosita' is a most affable entertainment all the way through and is wholesome without being tapioca, or rice pudding, or mere milk."
—Alan Dale, N.Y. American.

*"Mary Pickford's Best;*
*Is Sure To Be Popular"*

"'Rosita' is Mary Pickford's new and best picture, and you'll wait a long, long time before you see a better one. The story is sure to be popular, because it is romantic and humorous. Rosita herself is the most lovable little witch ever portrayed by Miss Pickford. There isn't a dull moment, nor a single incident that seems incredible."
—R. G. Welsh, N. Y. Telegram.

# MARY PICKFORD

in

# "Rosita"

*A Spanish Romance*

*with* HOLBROOK BLINN
*Adapted by Edward Knoblock*
*Story by Norbert Falk*
*Photography by Charles Rosher*
*An* ERNST LUBITSCH PRODUCTION

## NOW BOOKING
## UNITED ARTISTS CORPORATION

*Mary Pickford* *Charles Chaplin*
*Douglas Fairbanks* *D.W. Griffith*
*Hiram Abrams, President*

# MARY PICKFORD

in

# "Rosita"

A Spanish Romance

with HOLBROOK BLINN
Adapted by Edward Knoblock
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An ERNST LUBITSCH PRODUCTION

NOW BOOKING
UNITED ARTISTS CORPORATION
Mary Pickford — Charles Chaplin
Douglas Fairbanks — D. W. Griffith
Hiram Abrams, President

*"'Rosita' Is A Good Film, Mary Pickford Excellent"*

"Mary Pickford has grown up. This is news of international importance. The transition is effected by means of the charming comedy 'Rosita.' She is excellent.

"Miss Pickford has burned all her bridges behind her. She is so good that she ought never to let down her hair again.

"'Rosita' is a good film. It has a dash of 'grand operaism', a dash of unusually good comedy and a dash or so of real melodrama."—N. Y. Sun.

*New Records*
*In All The Big Cities*

From the East and the West; the North and the South, theatres in all the principal cities report that Mary Pickford in "Rosita" is making new theatre records.

Not only is "Rosita" a genuine box-office success, but from all sections come reports of spectators that are pleased; of most enthusiastic audience praise.

*Critics Everywhere Say*
*"Mary Pickford's Best"*

# MARY PICKFORD

in

# "Rosita"

*A Spanish Romance*

with HOLBROOK BLINN

*Adapted by Edward Knoblock*

*Story by Norbert Falk*

*Photography by Charles Rosher*

*An* ERNST LUBITSCH PRODUCTION

NOW BOOKING

UNITED ARTISTS CORPORATION

Mary Pickford — Charles Chaplin

Douglas Fairbanks — D. W. Griffith

Hiram Abrams, President

# UNITED ARTISTS ADVERTS 1924

Mary Pickford. in

# "Dorothy Vernon of Haddon Hall"

From the romantic novel by Charles Major
Adapted by Waldemar Young

## A MARSHALL NEILAN Production

Photography by Charles Rosher

### Opens in New York May 5 at the Criterion Theatre

Mary Pickford's greatest and most beautiful picture, "DOROTHY VERNON OF HADDON HALL" will begin an indefinite engagement May 5 at the Criterion theatre, New York, at $1.50 top. This tremendous box-office attraction is now being booked at advanced prices for indefinite runs at the leading theatres in many of the larger cities throughout the country.

"The spectacular appeal, the romantic interest, Miss Pickford's characterization, the magnificent settings, give 'Dorothy Vernon' a drawing power for big and little houses everywhere. It is her triumph of triumphs."

—Laurence Reid, Critic for Motion Picture News.

# Mary Pickford in "DOROTHY VERNON of HADDON HALL"

*From the romantic novel by Charles Major ~ ~ Adapted by Waldemar Young*

## A MARSHALL NEILAN PRODUCTION

*Photography by Charles Rosher*

NOW BOOKING
UNITED ARTISTS CORPORATION

# Mary Pickford in "DOROTHY VERNON of HADDON HALL"

From the romantic novel by Charles Major — Adapted by Waldemar Young

## A MARSHALL NEILAN PRODUCTION

Photography by Charles Rosher

"This picture is just full of the elements that make for box-office success It takes rank well up at the head of screen productions and should prove one of the season's best attractions and roll up tremendous totals at the box-office."
Charles S. Sewell, Moving Picture World

"It is Mary Pickford at her best. And it is the motion picture at its best and greatest."
George Blaisdell, Exhibitors Trade Review

"We recommend this picture unconditionally for all ages. The young will be thrilled and instructed, and the old will be entertained and refreshed, and all will be satisfied."
H. H. H., in The Film Bulletin

NOW BOOKING
UNITED ARTISTS CORPORATION
Mary Pickford  Charles Chaplin
Douglas Fairbanks  D. W. Griffith
Hiram Abrams, President

# *Mary Pickford* in "DOROTHY VERNON of HADDON HALL"

*From the romantic novel by Charles Major -- Adapted by Waldemar Young*

## A MARSHALL NEILAN PRODUCTION

*Photography by Charles Rosher*

"Never before have we sat through two hours of a picture and experienced a vision of beauty, sheer beauty, every minute.

*"Yes, every minute a beautiful picture, consistently acted, superbly photographed, with settings and costums appropriate and convincing.*

"As for the story—it lacks in greatness, it is true, but it makes it up in romance, and romance is the thing.

*"All the world loves a lover.*

"All the world loves a sweetheart.

*"Mary Pickford is the sweetheart of America.*

" 'Dorothy Vernon of Haddon Hall' is one of the greatest sweethearts of fiction.

*"So all the world must love Mary and her otherself, Dorothy Vernon, and the picture where so much is seen of both.*

B. J. Lubschez, in *Reeland Reviews*

## NOW BOOKING

**UNITED ARTISTS CORPORATION**

*Mary Pickford* — *Charles Chaplin*

*Douglas Fairbanks* — *D. W. Griffith*

*Hiram Abrams, President*

# Mary Pickford in "DOROTHY VERNON of HADDON HALL"

*From the romantic novel by Charles Major — Adapted by Waldemar Young*

## A MARSHALL NEILAN PRODUCTION

*Photography by Charles Rosher*

*" 'Our Mary' was superb as 'Dorothy Vernon.' This little woman of the golden locks—the same that film fandom has learned to love—a Mary with added histrionic ability, rides a horse along a wall to rescue her lover in a manner that even the most blase unloose their hands and add to the rounds of applause. To our mind in that ride she gave her spectators more thrills than any flood or mob scenes in the so-called classics."*

*N. Y. Evening Telegram.*

NOW BOOKING
UNITED ARTISTS CORPORATION
Mary Pickford Charles Chaplin
Douglas Fairbanks D W Griffith
Hiram Abrams, President

# UNITED ARTISTS ADVERTS 1925

# MARY PICKFORD

*in*

## *"Little Annie Rooney"*

**Release Date – September 13th**

UNITED ARTISTS CORPORATION

*Mary Pickford* — *Charles Chaplin*

*Douglas Fairbanks* — *D. W. Griffith*

*Hiram Abrams, President.* — *Joseph M. Schenck, Chairman, Board of Directors*

# MARY PICKFORD

in

# "LITTLE ANNIE ROONEY"

## DIRECTED BY WILLIAM BEAUDINE

### What New York Critics Say

"'Little Annie Rooney' probably will make millions of dollars. Plenty of people were delighted." —Tribune.

"This is the Mary Pickford of old; the Mary Pickford who is real—the one and only Mary. The crowds laughed at her, wept with her, and always were interested." —World.

"'Little Annie Rooney' will entertain nearly everyone." —Sun.

"'Our Mary is giving the world and his wife what they want. I know 'Little Annie Rooney' is going to delight her large army of admirers. She's younger, more adorable than ever." —American.

"Here's your Mary of the golden curls and fighting fists. 'Little Annie Rooney' cleverly marries the laughs to the tears. You'll love this picture. Mary is irresistible." —Daily News.

## NOW BOOKING

**UNITED ARTISTS CORPORATION**

*Mary Pickford* *Charles Chaplin*
*Douglas Fairbanks* *D. W. Griffith*

*Joseph M. Schenck, Chairman, Board of Directors* *Hiram Abrams, President*

# MARY PICKFORD

IN

# "LITTLE ANNIE ROONEY"

DIRECTED · BY · WILLIAM BEAUDINE

"The Box-Office Says So"

"Mary Pickford is delicious in her 'Little Annie Rooney'. The audience says it in peals of laughter and the box-office says it in huge figures."—Daily Mirror.

"Mary Pickford is emphatically pleasing, and she makes Annie a lovable, wistful little creature. Delightfully filmed."— Times.

"Miss Pickford is captivating as the little gamin Annie Rooney. Lots of fun in this picture and many laughs."— Telegraph.

"'Little Annie Rooney' is just the sort of picture in which everyone wants to see our Mary. It is uproariously funny. Do not miss seeing it."— Evening Journal.

"Uproariously Funny"

## NOW BOOKING

**UNITED ARTISTS CORPORATION**

*Mary Pickford* | *Charles Chaplin*

*Douglas Fairbanks* | *D. W. Griffith*

*Joseph M. Schenck, Chairman, Board of Directors* | *Hiram Abrams, President*

## "Not a Dull Moment"

"Our own Mary triumphs in 'Little Annie Rooney'. Here's Mary Pickford as you love her—human, natural, hoydenish, generous and loving. The story is cramful of heart interest and comedy. There isn't a dull moment." —Graphic.

"'Little Annie Rooney' will entertain nearly every one. Trade magazines will call it a 'wow'." N. Y. Sun.

"'Annie Rooney' will be popular on Broadway and even more popu lar as the film gets into the neighborhood theatres where Mary's friends are legion." —Eve World.

# MARY PICKFORD

IN

# "LITTLE ANNIE ROONEY"

DIRECTED · BY · WILLIAM BEAUDINE

## "Definitely In"

"A big box-office bet. Will delight them everywhere. Is definitely in. Will no doubt clean up for the fans are going to have a whale of a good time." —Film Daily.

NOW BOOKING

UNITED ARTISTS CORPORATION

*Mary Pickford* *Charles Chaplin*
*Douglas Fairbanks* *D. W. Griffith*
*Joseph M. Schenck, Chairman, Board of Directors* *Hiram Abrams, President*

MARY PICKFORD
IN
"LITTLE ANNIE ROONEY"
DIRECTED - BY - WILLIAM BEAUDINE
Great Box-office
Says Trade Press
"A fine production and a great box-office bet. Has unfailing audience appeal. It is a genuine Mary Pickford triumph. They will flock to see it." —M. P. News.
"'Little Annie Rooney' spells entertainment for the millions. Has all the earmarks of a picture that will please." —M. P. World.
"Should be a box-office riot. It is the sort of stuff they all love." —Trade Review.
"We haven't a doubt in the world that 'Little Annie Rooney' will make a great deal of money. And it will make money for the exhibitor, too." —M. P. Today.
"Little Annie Rooney" Spells Entertainment
NOW BOOKING
UNITED ARTISTS CORPORATION
Mary Pickford
Douglas Fairbanks
Charles Chaplin
D. W. Griffith
Joseph M. Schenck, Chairman, Board of Directors
Hiram Abrams, President

# MARY PICKFORD
IN
# "LITTLE ANNIE ROONEY"

## DIRECTED · BY · WILLIAM BEAUDINE

### "Immense", Says Exhibitor

"After many protests 'Our Sweetheart' has abandoned the laces and velvets and come back to us as our Mary of old (but still young) and I want to say Mary is immense. 'Annie Rooney' drew great, and I had the biggest matinees in years. When Mary comes back in the good graces of Young America you can bet she's IN again! Thanks, Mary, and more power to you, and please be 'America's Sweetheart' some more." —Joe Hewitt, the Strand Theatre, Robinson, Ill.

## NOW BOOKING

**UNITED ARTISTS CORPORATION**

*Mary Pickford* — *Charles Chaplin*
*Douglas Fairbanks* — *D. W. Griffith*
*Joseph M. Schenck* (Chairman, Board of Directors) — *Hiram Abrams*, President

# UNITED ARTISTS ADVERTS 1926

Mary Pickford
in
"Sparrows"
In addition to "Sparrows" Miss Pickford will make one other for release next season
Released by

# Mary Pickford

in

# "SPARROWS"

17,000,000

reached by

NATIONAL ADVERTISING

Book the picture and let your box office benefit by this business building advertising campaign.

From FILM DAILY, July 6th

## "SPARROWS"

"What a picture! Mary Pickford has never done anything better,—and that's covering a lot of ground. 'Sparrows' is the type of production that exhibitors will long remember.

It is delightful. It is poignant. It is a potpourri of these and many other things, all of which spell dollars at the box-office.

THE LITTLE MOTHER

Mary does splendid work. Never has there been a more delightful and genuinely human group of children seen than in 'Sparrows.'

SURE-FIRE AUDIENCE APPEAL

There is a sequence wherein the children defy the treacherous swamps in order to escape the farm boss. It carries a kick. Led by Mary, the kiddies scramble one by one over a fallen tree which forms a sort of natural bridge. The alligators yawn below. Had grown-ups done it, the audience reaction would have been certain. But when the children do it, the wallop is magnified.

'Sparrows' is going to be talked about. This, partially because it has something beneath the surface.

What exhibitors want to know concerns its drawing power. Mary's picture has it. The production deserves the success it will get. It's a meritorious picture from every angle. And all those concerned with its making have the right to feel that they have turned out one of the industry's best."

—KANN

—and all box-offices where "Sparrows" has played agree with him.

UNITED ARTISTS PICTURE

Each Picture Sold Individually—On Merit

# ford

October, 1926
The Ladies' HOME JOURNAL
Liberty
Mary Pickford
AFTER ALL—there is but one Mary Pickford—the brightest name in Motion Picture History.
Now—as though to add emphasis to her leadership, Miss Pickford has produced "Sparrows." The same lovable Mary with her wistful smile, her gay, hoydenish, laughable pranks—but striking a deeper note. This time you see her in a story of tremendous dramatic strength that thrills and stirs with terrific suspense and power.
The Mary Pickford you have always loved is here—but in this picture she is a glowing dramatic figure you have never met. See her as Molly in
"SPARROWS"
UNITED ARTISTS PICTURE
SOON AT YOUR THEATRE
WATCH FOR IT!
October 2, 1926

# "Will Break Box-office Records and Stand'em Up"

—*Exhibitors' Daily Review*

"Judging by the applause, laughter, words of praise, consensus was that 'Sparrows' is greatest picture of season."
—*Underhill—New York Herald Tribune.*

"Mary Pickford has achieved her greatest triumph."
—*Los Angeles Times.*

"What the general public wants."
—*Moving Picture World.*

**and box-office results prove the critics were right!**

*Now booking*

# Mary Pickford in "Sparrows"

In Her Greatest Characterization "Mama Molly"

UNITED ARTISTS PICTURE
Each Picture Sold Individually—On Merit

# HER GREATEST PICTURE

*Underhill in N. Y. Herald-Tribune:* "Judging by the applause and laughter and words of praise the consensus was that 'Sparrows' was the greatest picture of the season."

*McGowan in N. Y. Daily News:* "A picture everyone will want to see."

*Rawson, Times Mid-Week Pictorial:* "One of the most effective pictures in which even Mary Pickford has been seen."

*San Francisco Bulletin:* "Another remarkable triumph has been scored by Mary Pickford."

*San Francisco Daily News:* "The most sincere role of her career."

*Los Angeles Times:* "Mary Pickford has achieved her greatest triumph."

*Los Angeles Express:* "The production is Mary Pickford at the zenith of her fruitful career."

*Film Daily:* "One of the industry's best."

*Exhibitor's Daily Review:* "It is a feature that will break box-office records and stand 'em up."

*Moving Picture World:* "Has strong drama, excellent acting, comedy, heart interest. What the general public wants."

*Motion Pictures Today:* "The greatest motion picture in which Mary Pickford has starred."

*Nationally Loved!*
*Nationally Advertised!*
*Nationally Demanded!*

UNITED ARTISTS PICTURE

Each Picture Sold Individually—On Merit

# Mary Pickford

### What New York Critics said:

Underhill in N. Y. TRIBUNE: "Judging by the applause and laughter and words of praise the consensus was that 'Sparrows' was the greatest picture of the season."

McGowan in DAILY NEWS: "Our Mary again stirs the heart-strings. A picture nearly everybody will want to see."

Creelman in AMERICAN: "Her latest and finest picture."

Hall in TIMES: "Miss Pickford's performance is as flawless as ever."

Zimmerman in TELEGRAM: "The best characterization she has given to the screen."

Cohen in SUN: "It is worth seeing."

Waldorf in POST: "Is recommended."

Rawson TIMES MID-WEEK: "One of the most effective pictures in which even Mary Pickford has been seen."

### What the Trade Journals said

FILM DAILY: "One of the industry's best. Spells dollars at the box-office."

MOTION PICTURES TODAY: "It ranks with the great productions of all time."

MOVING PICTURE WORLD: "Has strong drama, excellent acting, pathos, comedy, heart-interest—constitutes what the general public wants as entertainment."

EXHIBITOR'S DAILY REVIEW: "A feature that will break box-office records and stand 'em up sufficiently so as to draw out the police reserves."

NOW BOOKING

# "SPARROWS"

UNITED ARTISTS PICTURE

Each Picture Sold Individually—On Merit

# UNITED ARTISTS ADVERTS 1927

# "The best picture ... MARY has made in several years" ~says Photoplay Magazine

Mary Pickford in "MY BEST GIRL"

After 3 weeks at RIALTO New York City ... proves ~

~"it is a sweet box-office baby" as Moving Picture World advises.

another money-getting UNITED ARTISTS PICTURE

# Mary Pick

*America's*
**Sweetheart**
**captures all hearts anew in this romance of a Five *and* Ten.**

ford in "MY BEST GIRL"

"is Mary Pickford's *Best* Picture"

*New York Herald-Tribune*

"If you haven't been a Pickford fan before, it certainly isn't too late to start. This film warrants it."

NEWS

"Our Mary charms again. Beautiful—a truly great personality."

AMERICAN

"You may list 'My Best Girl' as one of Miss Pickford's best pictures."

TELEGRAM

"She is truly 'America's sweetheart' and 'My Best Girl' is a sweetheart of a picture."

MORNING TELEGRAPH

"What you wish to meet again—lovelier and more distinctively satisfying. The Rialto is the place for you to visit."

WORLD

" 'My Best Girl' is Mary at her best."

MIRROR

# Now Booking

## UNITED ARTISTS PICTURE

# READ! learn

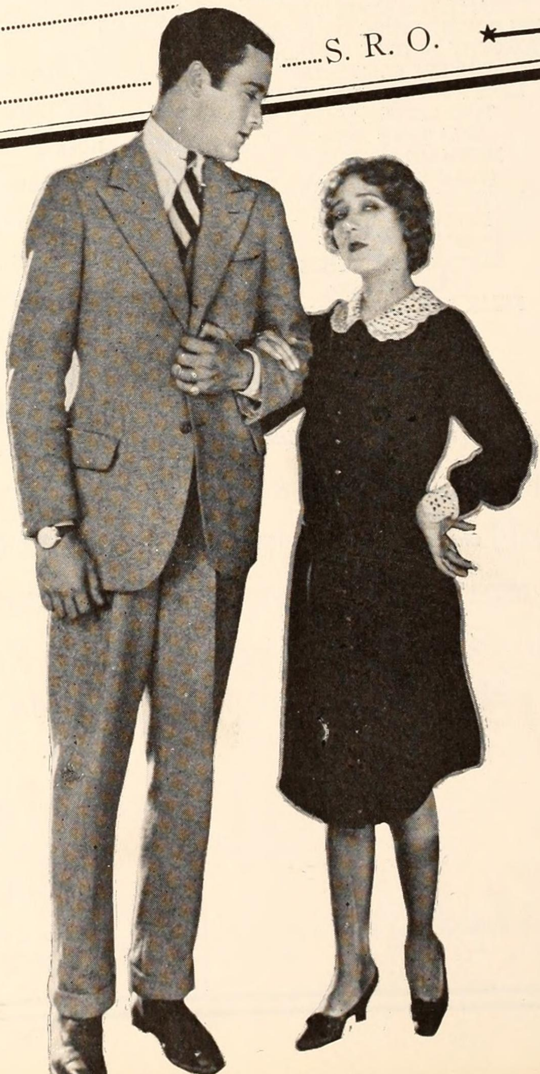
## Quick Box Office Survey

*Box office reports on pictures from widely scattered sections of the country. The reports have no bearing on the merits of the pictures, but merely indicate that manner in which they registered at the box office.*

"MY BEST GIRL"—U. A.—*Mary Pickford, Star*

| | |
|---|---|
| Kansas City | City record * |
| Atlanta | Capacity * |
| Pittsburgh | Big * |
| Seattle | Capacity * |
| Tampa | Big * |
| Minneapolis | S. R. O. * |

From Motion Pictures Today-



"One of the most delightful of youthful fantasies, with MARY PICKFORD at her *loveliest*, her *funniest* and her *best*; save a date for— 'MY BEST GIRL'"

—*Omaha Bee*

# then BOOK

## about Big Business from a real Big picture!

**CITY RECORD**
**CAPACITY**
**BIG**
**CAPACITY**
**BIG**
**S·R·O·**

-every exhibitor should play

# Mary Pickford

in

## "MY BEST GIRL"

For bigger profits
For greater prestige

**UNITED ARTISTS PICTURE**

# "Call Police for MY BEST GIRL"

Telegram

"BUSINESS SO BIG AT PANTAGES MINNEAPOLIS WITH MARY PICKFORD IN MY BEST GIRL IT WAS FOUND NECESSARY TO CALL OUT POLICE RESERVES AT ONE O'CLOCK ON AFTERNOON OF LAST DAY OF WEEKS RUN GREAT BOX-OFFICE PICTURE"

Mary Pickford in "MY BEST GIRL"

her greatest box-office record breaker.

get a date down for this UNITED ARTISTS PICTURE now!

# UNITED ARTISTS ADVERTS 1929

# MARY PICKF

"COQU

*From the play by*
**GEORGE ABBOTT** *and*
**ANN PRESTON BRIDGER**

**SAM TAYLOR**
*Production*

NOW
BOOKING

2 PRINTS
SILENT AND
100% TALKIE

*Musical Synchronization by Hugo Reisenfeld*

BIG PUBLICITY! BIG ADVERTISING!

# ORD TALKING in 100% talkie!

# UETTE"

## 23 Cities in Exploitation Tie-Up with "Coquette"

23 great newspapers co-operating in one of the biggest exploitation tie-ups ever put behind a picture.

23 girls were selected to represent their city on a two weeks vacation trip to Hollywood as the guests of Mary Pickford.

And millions of movie fans, readers of these papers are being informed daily about the doings of the "Coquette" Caravan,

## Mary Pickford's Voice on the Screen! That's Big Business News for any Theatre

"Hear Mary Pickford! See Mary Pickford!" What a line that is going to be for advertising copy and your lights!

And when you also tell them that Mary Pickford will appear in that sensational stage success—"Coquette," a story that is ideally suited for the making of a 100% Talking Picture—

—That here is a new Mary, modern, grown-up, in the greatest role of her whole career.

—That Irving Berlin wrote the special theme song "Coquette"

And when you tie up your showing with the "Coquette" Caravan Newspaper exploitation stunt—

Your theatre won't be big enough to hold the crowds you will attract.

UNITED ARTISTS PICTUR

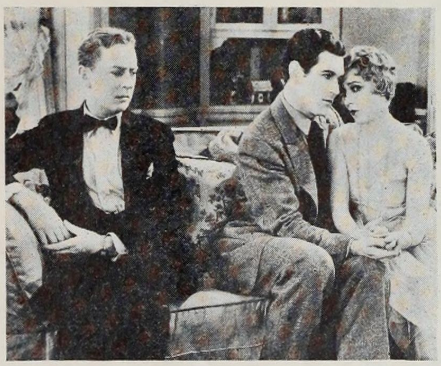
# For A Great BOX-OFFICE PICTURE

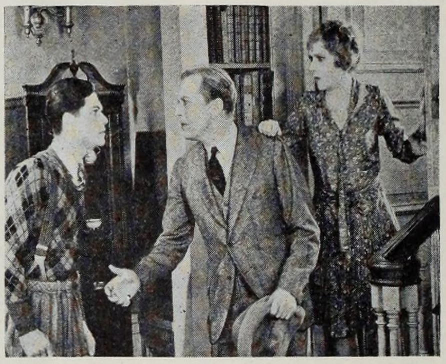
# —again the LEADER

# MARY PICKFORD

# "COQUETTE"

The greatest "line-'em-up" picture released in years





Theatres who have already set their dates for "Coquette," lucky boys, are looking forward to what they know will be the biggest business in the history of their house, AND THEY'LL GET IT.

Theme song "Coquette"
written by IRVING BERLIN

**UNITED ARTISTS**

"where the BIG ones are made"

congratulates the industry in being able to book a 100% Talking picture of such tremendous

Once again Mary Pickford becomes the pioneer, among great stars, in creating the best in picture entertainment.

Once again Mary Pickford sets a standard for the industry to strive for, in giving to the world the finest in a new art—the art of the TALKING PICTURE.

MARY PICKFORD'S voice, called by all who have heard it—"THE PERFECT SCREEN VOICE," is to be heard in a motion picture for the first time.

THAT'S NOT ONLY FRONT PAGE NEWS, but it's the greatest ticket selling announcement any theatre ever had for electric light display.

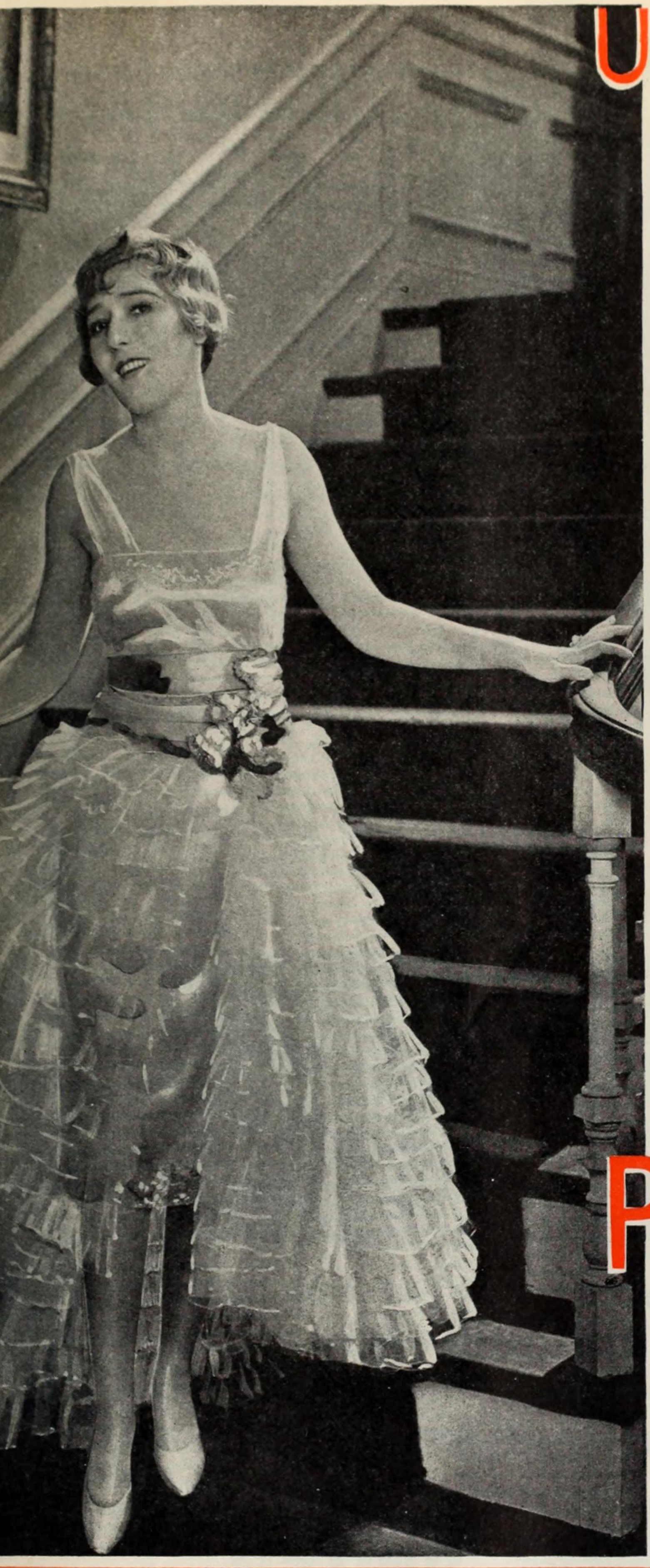
What a stir that is going to make wherever the picture opens. Millions are waiting for the news—watching for the opening announcements—and millions will be told of these openings with a tremendous national newspaper campaign.

# UNITED ARTISTS

presents to

you

a new Mary Pickford,
a modern, grown-up,
marvelous, bobbed-
hair Mary Pickford—
in the most sensational
box-office picture of
her whole screen career
or of any exhibitor's
booking career ~ ~ ~



NOW
READY

# MARY PICKFORD

in her first

100%

talking picture

A SAM TAYLOR Production

# "COQUETTE"

Adapted From Tremendous Stage Success by George Abbott and N. Ann Preston Bridgers.

HEAR

# The New Mary Pickford

...."The Perfect Screen Voice"

A marvelous, modern, chic Mary Pickford with a charming bobbed head and the loveliest voice imaginable, in her most thrilling picture.

The most appealing dramatic portrayal of her career; a fascinating little flirt who gave her kisses with modern freedom and whose whole life was a gay adventure in romance.

HER FIRST
ALL-TALKING PICTURE

You can't afford to miss this! Make your date now to See and HEAR this alluring, exciting, new

## MARY PICKFORD IN "COQUETTE"

A Sam Taylor Production. The supreme achievement in 100% Talking Pictures. Adapted from the Broadway stage success

A UNITED ARTISTS PRODUCTION

Will be released only as a 100% All Talking Picture

# THE SUPER
# THE MOST STUPENDOUS PICTURE EVER MADE

# Mary Pickford's Voice Comes to the Screen

HEAR THE NEW MARY PICKFORD, a modern, grownup Mary Pickford—with chic bobbed hair in a picture that will make motion picture history!

SEE her, lovelier than ever before, as an alluring little flirt, breaking hearts, playing with love! HEAR her, the perfect screen voice, marvelous, thrilling beyond description!

Whatever you're doing, put it off and make a date now to SEE and HEAR this supreme achievement in All-Talking pictures!

**MARY PICKFORD IN "COQUETTE"**

A Sam Taylor Production

A United Artists Picture

The ads shown here of 800 lines will be seen in leading newspapers throughout the United States where "Coquette" is scheduled to open.

---

# PICTURE OF THE AGE
# BOX-OFFICE MOTION

## UNITED ARTISTS

congratulates the world.

Just The Biggest Little Record Breaker You'll Ever Make a Date With

# MARY PICKFORD

who gives to the world, this week, the greatest 100% TALKING PICTURE ever made—"COQUETTE." SAM TAYLOR Production

DETROIT has gone "Coquette" mad for unheard of records. The opening in Los Angeles was sold out a week in advance and tonight, April 5th, NEW YORK, St. Paul, Minneapolis, Salt Lake will open

# MARY PICKFORD

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DETROIT has gone "Coquette" mad for unheard of records. The opening in Los Angeles was sold out a week in advance and tonight, April 5th, NEW YORK, St. Paul, Minneapolis, Salt Lake will open to packed houses.

Hurrah! for

**UNITED ARTISTS**

# Here's one
# ANY THEATRE

## MARY PICKFORD'S first 100% TALK

predicted, one of the greatest Big Bus
show the line-up at the Detroit and
New York, Syracuse, St. Paul, San Diego

## UNITED ARTISTS

Sam Taylor Production from the
stage success by George Abbott
and Ann Preston Bridgers

# that will take
# OUT OF THE RED

**ING** picture **"COQUETTE"** is, as we
ness naturals ever produced. Photos
Minneapolis showings—Los Angeles,
—and others report the same—"BIG!"
**PICTURE—Yes Sir! YES, SIR!**

HAPPY? AND HOW!—Here's the reason

# THEIR
# brings
# smashe
# of the

Never in the
been such a

# MARY
# DOUG

in their hilarious

# "TAMING

Adapted and
directed by
SAM TAYLOR

### TELEGRAM FROM CLEVELAND

UNITED ARTISTS CORPORATION
NEW YORK, N. Y.

STILLMANS WORLD PREMIERE OF DOUG AND MARY IN TAMING OF THE SHREW AN OVERNIGHT SENSATION STOP CROWDS FLOCKED TO THEATRE AND ROCKED THEATRE WITH LAUGHTER HAVE PACKED THE STILLMAN DAILY SINCE OPENING STOP NEWSPAPERS ACCLAIM IT THE COMEDY OF THE CENTURY STOP ITS BOX OFFICE EVERY INCH OF IT—CONGRATULATIONS

HOWARD PRICE KINGSMORE
City Manager Loew Theatres

# FIRST TOGETHER

# out all Cleveland and

# s every existing record

# Stillman Theatre

history of this theatre, or any other, has there
reception or such an outpouring of people to see
a picture as followed the opening of

# PICKFORD and
# LAS FAIRBANKS

adaptation of Shakespeare's comedy

# OF THE SHREW"

# NOW!

**By Box-Office Facts, The greatest attraction for Big Business — being offered to exhibitors.**

**UNITED ARTISTS** promised you
a sensation and you sure Got It

# UNITED ARTISTS ADVERTS 1931

# PICKFORD'S "KIKI"
## Causes Laughter Riot at Rivoli

### Antics of madcap miss who wants her man and gets him Sends New Yorkers into million spasms of hearty roars!

Telegraph: "Mary Pickford Triumphs on Talking Screen as a Rollicking Kiki. A new Mary Pickford whose performance as the rowdy French gamin is worth a visit to the Rivoli Theatre at any time—and at any price. The star makes full use of every opportunity to win laughs by those means made popular in the days when the Keystone Kops indulged in sprawling chases after stumbling comedians. Slipped back into the hearts of thousands of fans who mourned the passing of the amusing comedienne of her silent movie days."

American: "Mary Pickford Marvelous on Screen in 'Kiki' giving Story Dash that Charms. Judging by the enthusiasm of the audience, Mary Pickford's latest film will remain to delight her fans for some weeks to come. It is well laden with laughter, finely cast, skillfully directed, lavishly produced—in all an excellent entertainment. Mary, herself, is marvelous in the role of the wee French gamin. Mary submits a superb characterization. She enacts her part with a dash and an abandon which lifts the entire production and lends it a speed and verve which mounts with every scene. There isn't a dull moment. The picture will make new friends whom she may add to her long list of old ones. Many hilarious high spots."

Times: "A smooth, merry and up-to-date version of the Belasco comedy with the aid of a thoroughly good supporting cast headed by Reginald Denny, and Miss Pickford has done the rest. The comedienne is more the young imp of her early films. Is sheer hilarious comedy. Yesterday's audiences found 'Kiki' an eminently satisfactory entertainment."

Graphic: "A new Kiki and a new Mary who give something of value to each other. This is not only the best talkie, it is the best film work she has done in years. Her performance is spontaneous and she kept the audience laughing when it wasn't near tears at her pathetic campaign into romance. Reginald Denny is an excellent hero for Mary."

News: "Mary Pickford Enchanting 'Kiki.' Entertaining Picture Rates 3 Stars. 'Kiki' is high-spot entertainment. It proves that Mary Pickford is still entitled to be called the darling of the screen. She's one enchanting comedienne. And the talkie 'Kiki' is a credit to her lineup of film productions. Mary keeps you laughing throughout this one. Which is exactly what she set out to do. 'Kiki' moves fast and tells its story amid theatrefuls of chuckles. You'll find 'Kiki' a pleasant ninety minutes' worth indeed. It'll send you out of the Rivoli happy."

Journal: "It's an amusing farce, and yesterday's audience was obviously diverted at the right of America's Sweetheart in this new type of role. Action is speedy. The Pickford transformation is nothing short of startling."

*Mirror:* "Her 'Kiki' is a sprightly, gay, amusing comedy. And her slapstick rough-housing is an uproar. Reginald Denny gives a splendid performance. He is a great comedian and a perfect foil for Mary. She has a knockdown, drag-out slapstick fight which is a riot. 'Kiki' is great fun."

# MARY PICKFORD
## as "KIKI" The Untameable Spitfire
### SAM TAYLOR PRODUCTION—presented by Joseph M. Schenck

## UNITED ARTISTS

# UNITED ARTISTS ADVERTS 1933

*A Great Star Rises to a Great Opportunity*

No finer role has been given any actress to play! No actress could have played it finer!

All Mary Pickford has meant to the fans ...and box offices...of America, is summarized in this, the most brilliant triumph of a brilliant career!

# *Mary* PICKFORD

in

# SECRETS

Mary PICKFORD in

## "You'll Have a Grand and Glorious Time"

Thus sang Irene Thirer in the N. Y. *Daily News* where she proudly awarded it THREE AND A HALF STARS!

☆

## "Mary at Her Best"

So said Regina Crewe in the N.Y. *American*, adding "There's scarce a woman in the land who won't enjoy it! The story reaches into the heart!"

☆

## "Should Storm the Box Offices to See It!"

So predicted Billy Wilkerson in *The Hollywood Reporter* who adds "No actress could have surpassed her and few could have equalled her! There should be a huge audience for a picture like this!"

☆

# SECRETS *with* LESLIE HOWARD

# *What the Critics Maintained, the Box Office Now Sustains!*

The charm of "Smilin' Through"! The sweep of "Cimarron"! The epic greatness of "The Covered Wagon"! The glory of *all* of these, woven into one mighty story! What *Box Office* in . . .

# "SECRETS"

DIRECTED BY

FRANK BORZAGE

*who gave you:*

"Seventh Heaven" "Bad Girl"
"A Farewell to Arms"

☆

ADAPTED BY

FRANCES MARION

*who wrote such brilliant hits as:*

"The Secret Six" "The Champ"
"Emma"

☆

FEATURING

LESLIE HOWARD

*who appeared in:*

"Smilin' Through"
"Animal Kingdom"

☆

PROUDLY, WE SAY, "IT'S A

# UNITED ARTISTS PICTURE

# FIRST DAY— BIG
# SECOND DAY— BIGGER
# THIRD DAY— BIGGER YET

"YOU'LL HAVE A GRAND AND GLORIOUS TIME seeing Miss Pickford's newest offer to cinema-kind." Three and a half stars.
Irene Thirer, Daily News

"'Secrets' is genuinely touching. The hero is most attractively played by Leslie Howard."
Rich'd Watts, Jr., Herald-Tribune

and indications at the RIVOLI, N. Y. point to the Biggest Business in months with

MARY
# PICKFORD
IN
# SECRETS

with LESLIE HOWARD

A FRANK BORZAGE PRODUCTION

UNITED ARTISTS PICTURE

"Effectively pictured. The star contributes truly a great moment of tragic pantomime."
John S. Cohen, Jr. Sun

"Mary at her best. There's scarce a woman in the land who won't enjoy their secrets. The story reaches into the heart.."
Regina Crewe, American

"'Secrets' summarizes all that Mary Pickford has meant to the screen . . . Pickford fans should storm the box-office . . . The finest picture of her career."
Hollywood Reporter

# MARY PICKFORD

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